



Geisenheim Alumni Association, the University of applied Sciences Wiesbaden,
Faculty Geisenheim and the Research Center Geisenheim.

Dates Campus|aktiv

51st International enology conference (BDO)

April 4/5, Geisenheim Domzentrum

Celebration decennial dual diploma Geisenheim – San Michele

April 4, 2006, afternoon

VEG and BDO general meetings

April 5, 2006, 4 p.m. Geisenheim Domzentrum

CHANGE OF DATE

„Innovative food products“ lecture by Prof. Dr. Hühn, Wädenswil

April 6, 2006, 6 p.m. Lecture Hall 30, Campus Building

Benefit Football Tournament Wine Eleven Germany

Fifa World Cup 2006 OK-Team Germany

April 10, 2006, 5 p.m. Rheingaustadion, Geisenheim

www.weinelf.de

Lecture: „The importance of the lawn quality for the World Cup 2006“

Dipl.-Ing. Lehmacher (Official lawn deputy during the World Cup 2006)

April 10, 2006, 2 p.m. Lecture Hall 30, Campus Building



Faculty Geisenheim and Geisenheim Research Center at „International Green Week“ in Berlin

„International Green Week“ in Berlin

Faculty Geisenheim of UAS Wiesbaden and Geisenheim Research Center presented their study and research sites during the

“International Green Week” in Berlin from January 13-22, 2006. In addition to a comprehensive presentation of all courses offered at the Faculty Geisenheim the topics food safety and quality were particularly stressed.

Taking wine as an example research on the “identification of yeasts” and “biogenous amines” were presented as future research focus of UAS Wiesbaden.

The influence of environmental stress on the formation of compounds has gained increasing significance in horticultural research. Areas of main interest: optimization of the production process for the improvement of sustainability, development of assays on all levels of the product chain as well as a comprehensive survey of the value chain.

Lecture: „cultural asset - wine and its presentation in the mass medium TV“

Markus Vahlefeld, Vinum TV, will give a lecture on the “cultural asset – wine and its presentation in the mass medium TV”. The project new media has become an integral part of the course International Wine Business for three years now.

February 22, 2006, 6 p.m. Lecture Hall 30.

Of course, in 2006 the course subject will be: Wine & World Cup 2006. Project responsible Robert Lönarz announced an exciting 3rd Geisenheim movie night on June 8, 2006.

Wine-vision



”Bargain buys and foreign wines affect local winemaker’s sales“

Wine industry strategy conference / creative direct selling

GEISENHEIM: What’s left for a winemaker if nobody buys his wines? Does he know about his customer’s preferences and current trends? Is globalization a stimulus for him to act? And this is what it’s all about: he should take action, namely strategic action. How? Wine scientists answered these questions in Geisenheim.

What does the customer want – a topic variously addressed during the conference. The winemaker should make an effort to find this out together with his customer: “He is looking for the wine that matches him” People who are interested in wine have their ideas, their own experiences, but also knowledge from hearsay with respect to Southern countries. This could be verified in a consumer poll conducted by Simone Müller, Ph.D. student in Geisenheim. Italy and France take leading positions whereas vague ideas prevail on the competitive potential of German wines. This confirms the old dictum: „German people idolize foreign cultures, but prefer to live in their familiar surroundings”.

Wiesbaden Easter market – Auction Day!

April 2, 2006, 10 a.m., City of Wiesbaden: The annual auction will take place during the Wiesbaden Easter market. A lot of stage attractions will add to entertainment. At 3 p.m. a specialty wine auction is scheduled with representatives of the Hessian Ministry of Viticulture, the mayor of Wiesbaden, the president of UAS Wiesbaden, and the management of Meininger publishers.

Top offer: 6 bottles for € 15 delivered by a student service - a bargain!

Meininger-Scholarship

Geisenheim Juice - News

New issue of the Newsletter

A new issue of the “Geisenheim Juice – News” is now at hand. From the content: modern beverage processing from a scientific point of view, berry juices for the improvement of the body’s own

resistance; first research results on the correlation of apple juice consumption and the development of colon cancer. The Geisenheim Juice – News can be found on the FAG home page, category “Service” at: <http://www.getraenkeforschung.forschungsanstalt-geisenheim.de>

Japanese horticultural entrepreneur visits Section Ornamental Crops

On February 6, Mr. Yutaka Hamada, horticultural entrepreneur from Tokyo visited Geisenheim to catch up on recent developments in the Section Ornamental Crops.



RTL-Broadcast on cut flowers

On February 1, the commercial broadcaster RTL visited the Section Ornamental Crops to take pictures for a broadcast on cut flowers.

Colloquium

Strategic environmental audit (UP) – UP for regional concepts

INVITATION to attend the colloquium strategic environmental audit (UP) – UP for regional concepts

Practical implementation of regional concepts taking the North of Hesse as an example
exchange of ideas and experiences with respect to implementation practice.

Thursday, March 30, 2006

5 p.m.

UAS Wiesbaden

Kurt Schumacher Ring 18,

Building D – Room 206 (1st floor)



Award ceremony in the Palmengarten

„Garden Oscar 2005“ for landscape architects from Wiesbaden

The office of the landscape architects Bittkau + Bartfelder together with engineers from Wiesbaden have been awarded the „Garden Oscar 2005“. With this prize the Hessian Section of the German Society for Garden Design and Landscape Architecture *(DGGL) wants to distinguish contemporary garden design in Hesse. The award ceremony took place during the New Year Reception of five Hessian landscape architecture associations in Frankfurt's Palmengarten. Friedhelm Blume, chairman of the Hessian section of the DGGL handed over the award to Petra Bittkau and Friedrich Bartfelder for the innovative redesign of a private garden in Wiesbaden, Nerotal. Blume emphasized the high quality of their work, the excellent liaison of functional and representative elements, their creative diversity and the use of first class materials.

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