



Information sheet on associated researchers

SINER-GI Associated researcher

Name	René C. G. Arnold
Institution	University of Edinburgh
Address	50 George Square, Edinburgh
Country	United Kingdom
Phone	No UK phone yet; German phone: 0049 179 900 60 43 (mobile)
E-mail	rcgarnold@aol.com or s0785711@sms.ed.ac.uk

Area(s) of activity

Research	Food and agriculture marketing, esp. wine marketing
Education	-
Student	-
Extension	-
Other (precise)	www.wineresearch.de wine marketing consulting company for SME wineries

Background and current projects

Degree in Wine Business Administration with specialisation on wine marketing from Heilbronn University (Germany), Diplombetriebswirt (FH) - similar to M.A. programme. Since March 07, research assistant at the chair of Wine Business Administration at Heilbronn University. Beginning September 07, PhD student at the University of Edinburgh. Thesis' title: "An Investigation of the UK Market for Wine and the Potential for German Wines to succeed in that Marketplace with special respect to consumer package perception processes".

Publications

Gemmrich, Armin R.; Arnold, René C.G.: Nachholbedarf. Nachhaltiger Weinbau International im Vergleich. In: Rebe & Wein, Nr.10, 19.Jahrgang, 2006

Arnold, René C.G.: Tracing wine marketing research. A three ways assessment. Paper presented at the AAWI/GOS/VQDS conference, Trier, 24.05 – 26.05.2007

Gemmrich, Armin R.; Arnold, René C.G.: Nachhaltiger Weinbau im internationalen Überblick/ Neues Modewort oder ein Leitbild in der Globalisierung? In: Schruft, Günter (Hrsg.): Deutsches Weinbaujahrbuch 2008, 59. Jahrgang, Stuttgart, Verlag Eugen-Ulmer
Geplantes Erscheinungsdatum: November 2007 (in press)

Arnold, René C.G.; Fleuchaus, Ruth: Different Drinkers – Different Desires. A review of segmentation in wine marketing research, in: Marketing & Communications, Revue Internationale des Sciences Sociales (Special Wine Marketing Issue) (in press)

Current focus topics

Theme	
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Discipline	
Product(s)	
Geographical area	

Copy and cut as many tables as necessary

Recommended by (name of the SINER-GI team researcher(s))
Mention additionally the SINER-GI researcher who is responsible for the requested association

University of Edinburgh (Dr Angela Tregear)

Expected contribution to SINERGI (to be filled in by the SINER-GI team researcher(s))

Market intelligence gathering for rooibos tea case study.

Expertise in wine marketing.

Expectations from collaboration with SINER-GI

Scientific information	
Scientific publication	
Market information	
Government regulations	
Master or Ph.D Thesis	Information on GI labelling and policies relevant to subject of PhD research.
Other	

Type of collaboration desired

Fields	Yes	Comments
<i>Access to on-line information</i>		
Draft reports, internal forum	Yes	
Reference on www.origin-food.org	Yes	
<i>Other sources of information</i>		
Use of non published methodologies and guidelines	Yes	
Participation to project meetings	Yes	
<i>Financial issues and related projects</i>		
Access to "cost-sharing"	No	
Use of reference to SINER-GI and SINER-GI Associated Researcher status for developing new projects, applying to financial means, etc.	Yes	

Publication(s) with SINER-GI researcher(s)	Yes	
Other (precise)	<input type="checkbox"/>	

<i>Date of request for association</i>	27-08-07
<i>Date of acceptance of association</i>	

To be fulfilled by the SINER-GI researcher responsible for the AR



Associated researchers

**Commitment to participation
and confidentiality**

As associated researcher to the European Project SINER-GI, which aims are to “build and share a coherent scientific basis world-wide, regarding economic, legal, institutional and socio-cultural conditions of success of Geographical Indications, in order to support their legitimacy in the framework of WTO negotiations”, I am willing to participate in its scientific activities during its duration.

In this framework, I will be associated in a process of exchange. In this way, I will support the project, receive and provide information and analysis on accurate data about Geographical Indications and their economic and institutional field in the world, hereafter the Confidential Information.

In order to provide protection against inappropriate use or unauthorised disclosure to a third party of the Confidential Information, I commit myself to the following :

I commit myself to keep those data and analysis confidential until they have been published by the consortium. I will not myself publish part or totality of those data and analysis, without refereeing to the Steering Committee or unless the Steering Committee of the project requests my participation in such a publication.

I will not use this Confidential Information with the purpose of direct or indirect exploitation, without the prior, written authorisation of the owners of the Confidential Information.

I will take all reasonable measures to prevent the personnel of the Institution I belong to, from disclosing all or part of this Confidential Information to a third party without the prior, written authorisation of the owners of the Confidential Information and, only give this Confidential Information to personnel of my Institution who agree to accept the provisions of this agreement concerning confidentiality.

I agree that none of these provisions may be interpreted as granting a license and/or any right and/or title whatsoever for the use of this Confidential Information.

I agree that any use of this Confidential Information shall be subject to the prior signature of an agreement with the owner(s) of the Confidential Information (including myself). However, Information shall not be deemed as confidential if an associate researcher is able to prove:

- that it was already in the public domain at the time it was communicated or that it has subsequently come into the public domain other than as a result of a breach of the obligation of secrecy, or
- that he already had the information before it was communicated to him/her; or
- that he freely received it from a third party which was at liberty to disclose it, or
- that he is legally bound to communicate it.

This secrecy agreement will be valid from the date of signature and will last as long as the said information is not in the public domain. As this commitment is also signed by the other associate researchers of SINER-GI project, the confidential information I will provide in the framework of the project is also protected from disclosure.

Publications produced in the frame of such a cooperation :

- will mention the SINER-GI project,
- will concern topics defined in collaboration with the SINER-GI Steering Committee,
- will be co-authored by at least one member from the core SINER-GI team.

Signatures		
Associated Researcher (name)	Date	Signature
René C. G. Arnold	27 Aug 2007	René C. G. Arnold
SINER-GI researcher responsible for the AR	Date	Signature
Angela Tregear	28 August 2007	Angela Tregear
SINER-GI Co-ordinator	Date	Signature

Please send this form with manuscript signatures to: Bertil SYLVANDER, SINER-GI co-ordinator
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