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## **63rd International DWV-Congress Session: Organisational structure 4.0 - digital company organisation**

From 4 to 6 November, at the same time as the INTERVITIS INTERFRUCTA HORTITECHNICA 2018 technology trade fair, the German Winegrowers' Association (Deutscher Weinbauverband e.V. - DWV) is also hosting the 63rd International DWV-Congress. The theme for the congress is "Viticulture 4.0", and it will explore the opportunities and risks of digitisation in the manufacturing and marketing of wine.

Professors Marc Dressler and Dominik Durner at the Weincampus Neustadt are set to present the "Organisational structure 4.0 - digital company organisation" session. They have invited international experts as speakers, who will discuss the digitisation of the internal running of vineyards and wineries together with participants. A main focus here is on interface management in the operative business as well as new digital management tools.

In an interview with both presenters, Professor Durner explained why it's interesting for smaller companies in particular to use smart data management to optimise the interfaces between process steps. "If the lot file which was used to plant the vines via GPS is available in digital form and can photometrically track the state of the vines in the vineyard, then this can be used to optimise plant protection where reliable weather information is available. This way, the business owner can get information about the quality and the yield of the harvest and so can use it to react to the requirements of the market", explained Professor Durner.

In this connection, Professor Dressler referred to the need for a change of perspective, since whereas before the focus was on optimising each individual stage in the value-added chain and on outdoor use in particular, potential is now increasingly being realised in management processes across the entire value-added chain with interfaces to the customers. "The session will illustrate this issue with examples which have already been implemented, and by drawing on experiences in Industry 4.0 and providing business owners with valuable impetus for optimising their own processes", said Professor Dressler, who invited interested company managers to take part in the session.

The full interview is published on the conference website [www.dwv-kongress.de](http://www.dwv-kongress.de) in German and English. The website also gives an overview of the conference programme and information on how to register for the expert conferences on 5th and 6th November, for which an early-booking discount still applies until 30 September 2018.

