

**International Knowledge Transfer within the Brewing Industry
of the 19th and 20th Century**

04.00 (CET)	Dr. Nancy Bodden (Ruhr-Universität Bochum) & Dr. Jana Weiß (Westfälische Wilhelms-Universität Münster)	Welcome & Opening
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SESSION I: TECHNOLOGY

04.05	Semih Gökatalay, M.A. (University of California- San Diego)	Transfer of Knowledge and the Making of Brewing in the Interwar Middle East
04.15	Dr. Jennifer Jordan (University of Wisconsin- Milwaukee)	Flows of Information and Plants: Hop Farmers, Newspapers, and Letters in 19 th century Wisconsin
	Discussion	

04.40	Dr. Malcolm Purinton (Emerson College)	From Caves to Colonies: The Spread of Mechanized Refrigeration and Lager Brewing through Imperial Trade Networks
04.50	Dr. Thomas Schütz (Universität Stuttgart)	The Legend of Pure Spring Water: The Historical Development of Industrial Water Treatment as the Basis for the Industrialization and Internationalization of Brewing
05.00	Tobias Rettenbach, B.A. (Leopold-Franzen- Universität Innsbruck)	The Trade Journal Gambrinus and International Exchange
	Discussion	

05.30	Dr. Pavla Šimková (Ludwig- Maximilians-Universität Munich)	The Birth of the Scientific Brewer: International Networks and Knowledge Transfer in Central European Beer Brewing, 1790-1860
05.40	Astrid Schneck, M.A. (Universitäten Bamberg & Bayreuth)	Brewers Travelling in Search of Knowledge/Education
	Discussion	

06.05	Break	
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SESSION II: MARKETING

06.30	Dr. Jeffrey Pilcher (University of Toronto)	Guinness and the Globalization of Beer
06.40	Alison Orton, M.A. (University of Illinois at Chicago)	Globalizing Pilsner: International Trademark Disputes and the Forging of National Identity in Habsburg Bohemia
	Discussion	

07.00	Douglas Hoverson, M.A. (Saint Thomas Academy)	Competition, Collaboration, or Posturing: Breweries at World's Fairs, 1851-1939
07.10	Dr. Gretchen Pierce (Shippensburg University)	"Modern Men": A History of Beer Advertising in Mexico, 1910-1940
	Discussion	

07.35	Sarah Frances Strugnell, M.A. (Australia-Japan Research Centre)	Beer as Blueprint: Dissemination of Japanese Beer Culture across Time and Place in Japan
07.45	Dr. Robert S. Terell (Syracuse University)	Making German Beer German: Communal Advertising and the Limits of Transfer in the Early Federal Republic
	Discussion	

8.10	Wrap Up & Outlook	
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