

Press Release
For Immediate Release

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wine2wine Business Forum Celebrates its 10th Anniversary with an Explosion of Topics, Tastings and Talent

The 10th edition of wine2wine Business Forum, the comprehensive two-day wine business event, took place in Verona on the 13th and 14th of November. The Forum, now on its 10th edition, showcased the dynamism of Italian wine and its global impact, gathering over 1200 enthusiasts, including winemakers, journalists, trade people, marketing experts, academics, and students.



wine2wine Business Forum 2023 returned to Verona on November 13th-14th 2023.

The 10th edition of the wine2wine Business Forum took place on November 13 and 14 at the Palaexpo in Verona. For its 10th anniversary, the wine business Forum gathered over 1,200 attendees across the two days, featured 100+ speakers, conducted 50+ sessions and more than 20 Podcast interviews with key people from participating producers and with Trade Commissioners from ITA – Italian Trade Agency focusing on specific wine markets, and organized 5 enlightening Tasting Sessions — statistics that underscore the scale and significance of wine2wine Business Forum 2023. The event became a global hub for wine professionals, fostering connections across different segments of the industry in its goal to promote wine business, networking, and inspiration.

Staying true to the previously announced Focus: “Italian Wine Ambassadors: *celebrating* the past, *understanding* the present, *facing* the future”, this 10th edition of wine2wine Business Forum

meticulously explored the realm of Italian wine and the tireless work that its Ambassadors do every day in the world. The thematic focus revolved around the strategies employed by these ambassadors to promote, communicate, and globally disseminate Italian wines. It was an exuberant celebration of the cultural richness and global impact of Italian viticulture.

Coming from all over the world, they generously brought their knowledge and experience to Verona providing valuable perspectives on the promotion and sales of Italian wine across different regions, thanks to their diverse backgrounds and experiences. Speakers gave presentations on a variety of topics, from Artificial Intelligence (AI) and international markets to territory promotion and data analytics tools. The sessions provided attendees with current trends and strategies to improve their wine business, offering both an overview of the sector and practical know-how they could apply immediately.

Of particular note were the five Tasting Sessions held during the two days, a novel addition to wine2wine Business Forum program. Notably, these sessions, featuring key representatives from esteemed wine publications including Wine&Spirits, Wine Enthusiast, Decanter, VinePair and the two Italian Masters of Wine, took center stage for the first time. The tastings proved to be an unequivocal success, infusing an interactive dimension into the proceedings.

Particularly appreciated were also the 12 sessions belonging to the Market Focus – ITA Track exploring markets such as the United States, UK, Central Asia, France and South Korea.

The addition of a dedicated Book Corner for the second consecutive year elevated the event, transforming it into a dynamic space for brief wine book presentations, discussions with authors, and valuable networking opportunities. Attendees had the opportunity to meet some important figures in the sector such as Laura Catena of Catena Zapata winery with her book Malbec Mon Amour and some 5StarWines - the Book 2024 judges including Robert Joseph and Gill Gordon-Smith DipWSET, IWE.

A meticulously orchestrated podcast marathon held at the venue and organized with our Media Partner Italian Wine Podcast allowed engaging discussions that encapsulate the world of wine. During the two days, podcast hosts McKenna Cassidy IWA, Cynthia Chaplin IWA, Juliana Colangelo IWA and Victoria Cece interviewed 21 Italian wine producers to discuss their companies, their stories and their experiences in producing and selling Italian wine worldwide. The interviews will be released in the next few weeks.

Overall, the 10th edition of wine2wine Business Forum stood as a testament to unparalleled success and a distinctive blend of celebration, networking and education.

Special thanks are due to ITA - Italian Trade Agency for its unwavering support and collaboration. A big thank you also goes out to our Sponsors Well Com, WineAround, dAgency + Shopify Plus, Studio Cru, Hoshin Corporate Finance S.R.L. & Rete Di Imprese Gate 39 S.r.l, Accademia delle 5T, Gli Svitati, Guala closures, to our Institutional Partners AGIVI - Associazione Giovani Vignaioli



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About: wine2wine Business Forum is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. wine2wine Business Forum 2023 took place on November 13th and 14th at the Palaexpo in Veronafiere, Verona. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. wine2wine Business Forum provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at <http://www.wine2wine.net> or by emailing wine2wine@justdothework.it.