

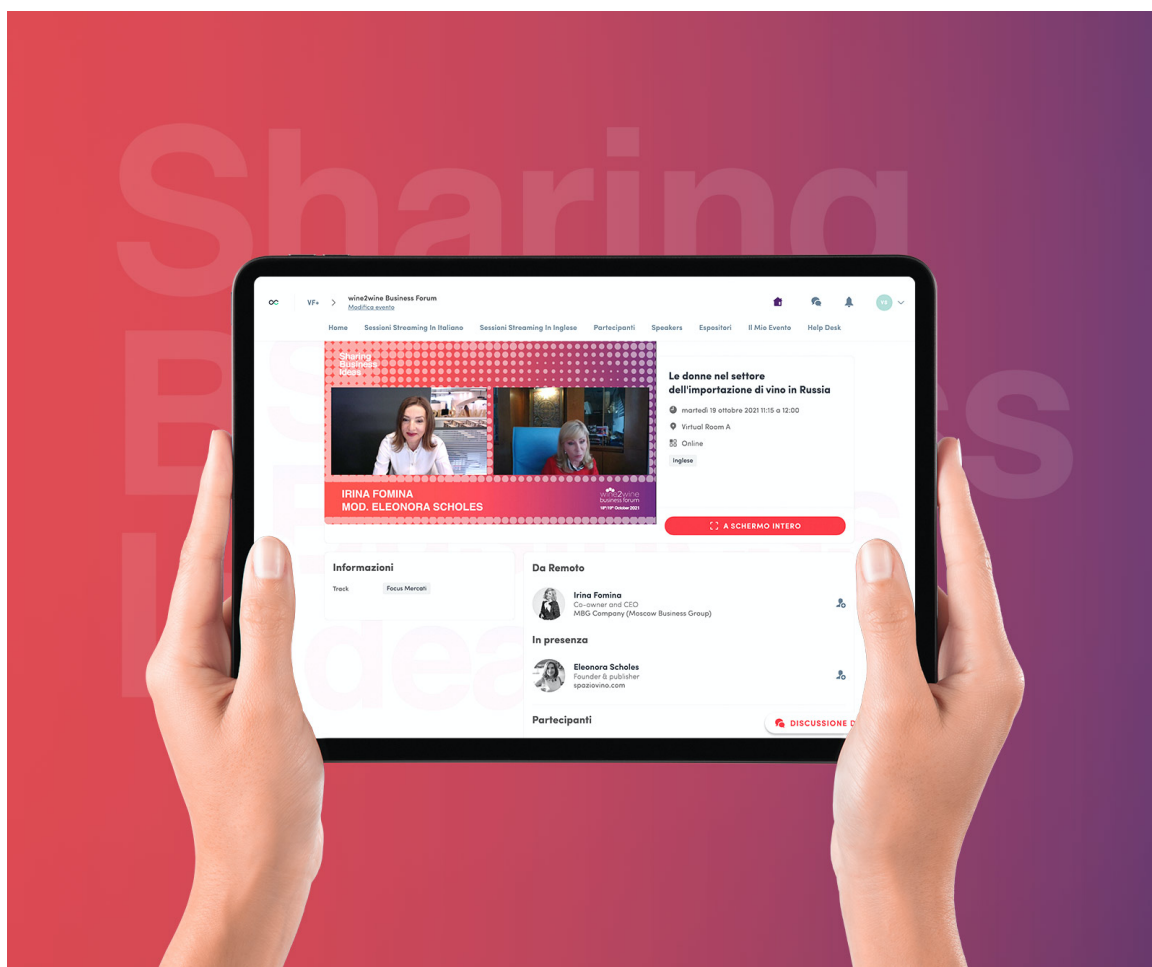
Press Release  
For Immediate Release

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## Last call for wine2wine 2021 sessions online: Don't miss out

As 2021 comes to an end, the promotion of wine2wine 2021 is sending out its last call to action. Those interested in viewing the sessions online have 14 days to access them on the platform Swapcard. 73 sessions, 155 international speakers, 15 different tracks and a world of excellent content are what you will miss if you lose this opportunity.



Irina Fomina and Mod. Eleonora Scholes provides insights on the role of women in the Russian wine industry. The session is still available on wine2wine online platform.

Thanks to its hybrid form, the 8th edition of the wine2wine Business Forum lasted more than any previous edition. Characterized by a total of 73 sessions presented in 5 different rooms, 2 of them virtual, this latest edition of the forum allowed participants to access the sessions even after the official closure of the event, which took place October 18<sup>th</sup> and October 19<sup>th</sup> 2021. In fact, all the sessions – both Italian and English language versions – are still available to access online on the platform Swapcard until December 31<sup>st</sup> 2021.

This edition provided insights into 23 wine markets as well as notes on sustainability, inclusivity, wine education and technology. China and Russia emerge as the main protagonists of this edition in terms of foreign markets, the two countries held a total of 7 sessions. This also includes two opportunities for direct networking with 8 important Russian buyers.

The “Marketing and Communication” track sees 16 sessions ranging from insights on digital platforms, wine blogs, brand storytelling, and multi-channel marketing. An important spotlight this year was the focus on sustainability and inclusivity, both for Italy and on a global scale.

The sessions belonging to these tracks see the participation of experts such as Marian Leitner-Waldman, Erica Landin - Löfving and Gurvinder Bhatia IWE discussing topics varying from modern lifestyles to waste reduction, more sustainable packaging solutions and investments on sustainability for companies.

The world of wine education was also tackled during the event, with interesting discussions about the future of wine courses and certifications in a world in which in-person events and travel are still limited by COVID-19.

A final important element provided by the platform is the possibility to build your own “virtual” community by reaching out and directly connecting to the speakers and participants of wine2wine Business Forum 2021.

To buy tickets to access the wine2wine Business Forum platform:  
<https://wine2wine.net/registrazione/?lang=en>.

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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 2021 took place on October 18th and 19th with a hybrid format, allowing guests to attend the conference both online and in-person. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. The 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](mailto:wine2wine@justdothework.it).