

Press Release
For Immediate Release

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The “Stars” of wine2wine Business Forum 2022

Returning with a 100% in-person edition in Verona, wine2wine Business Forum offers more than 50 sessions presented by 70+ international speakers. For its 9th edition, the Forum explores the topic of Wine Communication with several crucial themes: the focus on new digital trends and social media, a market track sponsored by ITA Agency, several agency partners, and attention given to Italian professionals and the Italian wine market.



wine2wine Business Forum 2022 returns to Verona on November 7th-8th 2022.

The wine2wine Business Forum returns to Verona for its 9th edition on November 7th-8th, presenting a program of more than 50 sessions spread over two days, along with B2B opportunities, a book corner and a podcast marathon.

Highlights include emerging digital communicators opening the door to the world of social media, as well as analysis of consolidated and fast-growing markets such as China and Africa. At the same time, the Forum pays tribute to the work and achievements of Italian wine professionals with several sessions in Italian and the presence of Italian wine journalists ready to explore the opportunities that the editorial field can offer Italian producers.

The new face of Wine Communication

Old friends meet new friends at the 9th edition of the wine2wine Business Forum. Departing from the traditional ways of communicating and promoting wine, the Forum opens the door to new and

innovative faces of wine communication, especially when it comes to social media and digital platforms. A particularly interesting presentation is that of Konstantin Baum MW regarding the potential of Youtube for wine professionals, despite it being considered an outdated platform. Baum has a Youtube channel with over 80,000 subscribers since he began in 2020, where he tastes everything from discount wines to a 159-year-old bottle, taking viewers on a journey through the world of wine. Speaker Amanda McCrossin, known as Sommvivant on her social media pages, boast a total of 150,000 followers on Tiktok, a community she built in barely two years. The sommelier and digital communicator will explain how to use the platform that has taken the world by storm, and how to leverage it in a market-oriented way, highlighting how to turn an entertainment platform into a successful marketing tool.

Market analysis: Africa, China, Northern Europe and more

A traditionally important part of the Forum is the presence of a Markets Focus Track, where international markets are in the spotlight for two days, with most sessions sponsored by the ITA Agency. The selection of markets analyzed is split between consolidated markets and new and emerging markets to provide the most comprehensive study of the world wine trade and to strengthen the Forum's global reach. Among the most consolidated markets, guests will find international speakers addressing trends and business opportunities in the United States and China. On the other hand, wine2wine is also dedicated to investigating smaller markets that have experienced rapid and clear growth in recent years. This includes a panel dedicated to the rise of African and Northern European markets. Thanks to the participation and expertise of the invited speakers, guests will be able to explore trends, develop strategies and positioning in foreign markets and analyze various case studies together with the speakers. This makes wine2wine Business Forum a must-attend event for professionals who want to develop and expand their trade in the international wine sector.

Agency and Wine Journalism

To honor our commitment to researching wine communication, wine2wine Business Forum is partnering for the first time with several communication agencies working in the field of wine and food. The Forum invites them to PalaExpo to give the audience a chance to see and understand how such a critical part of the wine communications chain works. A panel discussion on Italian wine journalism will feature renowned wine journalists. Together with the guests, they will discuss the current state of the sector and what opportunities wine journalism can offer to Italian producers. They will also examine the evolution and changes that wine journalism has undergone in recent years thanks to new technologies and communication possibilities.

Focus on Italy

Unlike previous years, the 9th edition of the Forum has chosen to devote more attention to Italy and its valuable wine sector, to recognize and celebrate the presence and hard work of Italian wine professionals. For this reason, there will be more sessions held exclusively in Italian, as part of the mission to promote and support conversations and business relationships between Italian professionals and provide a space where fruitful collaborations can take place.

Tickets for wine2wine Business Forum are now available on the event's [website](https://wine2wine.net/?lang=en). The full program is also available for consultation: <https://wine2wine.net/?lang=en>.

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 2022 will take place on November 7th and 8th 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.