

Press Release  
For Immediate Release

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## Education, networking and the art of listening: three more reasons to join wine2wine Business Forum 2022

With just a few weeks until the wine2wine Business Forum returns with a 100% in-person event in Verona, the rich program of more than 50 sessions and over 100 international speakers should be enough to convince wine professionals to attend. If not, there are three more reasons not to miss this edition of the Forum: Education, Networking and Listening.



wine2wine  
business forum  
7-8 NOV 2022  
**Sharing  
Business  
Ideas**

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wine2wine Business Forum 2022 returns to Verona on November 7<sup>th</sup>-8<sup>th</sup> 2022.

After two years of hybrid and remote events, wine2wine Business Forum returns to Verona with a 100% face-to-face edition, returning to its roots and focusing on the strengths that have made wine2wine Business Forum the indispensable business event of the wine sector. While the overarching theme of this edition is wine communication, three important concepts shape the programme.

### Education

Since its inception in 2014, updating wine professionals on topics related to the wine industry has always been one of the main drivers of the wine2wine Business Forum. What started as a series of educational seminars during Vinitaly evolved into a stand-alone event where attendees can immerse themselves in the programme and identify topics specifically related to their line of work. Year after year, the Forum has focused on creating an event where producers and wine professionals from all areas of the production chain have the opportunity to explore the latest news and trends in the wine

industry. With this in mind, the presence of traditional sessions is combined with practical experiences to ensure meaningful insights into the most important issues currently facing the wine sector. In this way, wine2wine aims to ensure that participating guests leave with practical tools that they can apply directly to their business.

### **Networking**

True to the concept of “Sharing Business Ideas”, and what we call Networking 3.0, this edition of the Forum is specifically designed to promote networking between wine producers and a wide range of professionals and experts from across the global wine sector, including export and import managers, digital marketing managers, consultants, influencers and many more. After two years of online events, the wine2wine Forum challenges both speakers and audience members to rediscover the value of face-to-face communication, encouraging them to listen to each other in-person and build professional bridges without the interface of a screen. Guests, speakers, buyers and sponsors can meet in the designated area of PalaExpo, the "Networking Area". We share this area with Vinitaly, our sponsors WineAround and Apra, as well as with our content collaborator partner Wellcom, our agency partners and technical partners.

Stevie Kim, Managing Director of Vinitaly International, said: “I believe that 80% of the success of every commercial relationship depends on interpersonal relationships. Such relationships are more effective if they take place in person. That’s why networking is at the front and centre of this year’s wine2wine Business Forum 2022”.

### **The art of listening**

The rise and growth of digital devices and platforms has led to massive transformations across the wine sector – a trend that wine2wine will explore in depth. However, it has also diminished our capacity to truly listen to each other. The wine2wine Business Forum wants to be a place of unfiltered interaction and communication, where guests can rediscover the importance and benefits of genuinely listening to one another.

Stevie Kim said: “All too often at conferences or meetings we focus on our smartphones rather than on what the speaker is saying or on who is sitting right next to us. At the wine2wine Business Forum I’d like to reverse that trend and rediscover the lost art of listening, so I’ll be encouraging all participants to put their phones to the side and talk with one another instead”

Tickets for wine2wine Business Forum are now available on the event’s website. The full program is also available for consultation: <https://wine2wine.net/?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 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](mailto:wine2wine@justdothework.it).