

Press Release
For Immediate Release

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How to best promote Italian wine across the globe: wine2wine Business Forum's 2023 special theme to focus on Italian Wine Ambassadors

For its 10th anniversary, wine2wine Business Forum will celebrate its commitment to sharing business ideas by providing a platform for the talent, experience and expertise of Italian Wine Ambassadors. Harnessing the global reach of the international Italian Wine Ambassador community, the Forum will provide producers and wine professionals in the audience with the knowledge, skills and contacts they need to promote wine in an international context and to expand their global reach.



While the 9th edition of wine2wine Business Forum focused on wine communication, its 10th edition will revolve around Italian Wine Ambassadors across the globe.

The title chosen by Veronafiere and Vinitaly to be the main focus of wine2wine Business Forum 2023 is: “Italian Wine Ambassadors: *celebrating* the past, *understanding* the present, *facing* the future”.

The past

2023 marks the 10th anniversary of the wine2wine Business Forum and that’s a milestone worth celebrating. So much has happened in the last ten years and, despite a global pandemic, climate change and economic crises, there is much to celebrate. At the top of our list is the establishment and success of the Italian Wine Ambassador program, an international network of certified ambassadors responsible for promoting Italian wine across the globe. This network of ambassadors is at the heart of the wine2wine Business Forum 2023 experience, providing a platform for their talent, experience and expertise.

The present

A key strand of every wine2wine Business Forum is the in-depth analysis and expert insight into current market trends. Delivered by leading figures in the sector, these sessions unpack the most up-to-date market analysis and explore recent developments affecting the wine sector, allowing participants to fully understand the cultural, commercial and legal context in which they operate.

The future

Tackling some of the biggest issues currently confronting the wine sector, wine2wine Business Forum enables participants to face the future from a position of strength and knowledge. Providing solutions to the ongoing challenges around sustainability and how to engage Gen Z, as well exploring the opportunities presented by emerging new technologies, expanding e-commerce, D2C sales and increasing demand for eno-tourism, wine2wine Business Forum offers concrete tips and strategies to face the future with confidence.

The full program is still being developed. The speakers and topics that will be presented during the two-day event will be revealed gradually over the next few weeks, both on the website and on the social media pages of wine2wine Business Forum.

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 will take place on November 13th and 14th at the Palaexpo in Veronafiere, Verona. The event has established its reputation for offering a comprehensive program of events and workshops for wine producers and wine professionals. Whether you’re a buyer, importer, marketing specialist, communicator, wine writer or educator, wine2wine Business Forum provides an invaluable opportunity to get up to speed with the issues currently facing the sector and network 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.

