

Press Release
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wine2wine Business Forum's 10th anniversary: November 2023 marks a milestone, one all about community

The Fall brings a celebration - ten years of wine2wine Business Forum, the international business forum gathering Italian wine professionals to brainstorm and develop. This landmark edition will celebrate the importance of community, particularly through the success of the Italian Wine Ambassador Program.



Barbara Fitzgerald IWA, one of the confirmed speakers for wine2wine Business Forum 2023.

The arrival of wine2wine's 10th edition is a big one. It celebrates 10 years of business idea generation for Italian wine professionals, cultivating strategies that strengthen wine businesses on the international stage. With 10 years of success to celebrate, the wine2wine team is highlighting

the Italian Wine Ambassador Program's major success, and how it has supported the success of D2C wine marketing strategies.

Launched in 2014, the Vinitaly International Academy (VIA) features a network of certified Italian Wine Ambassadors, dedicated to educating and promoting Italian wine globally. The network continues to grow each year, with 340 and counting after the recent 2023 Verona Edition. With ambassadors from various industries and corners of the globe (46 countries in total) their talent, experience, and expertise will be at the core of the 2023 wine2wine forum through fascinating D2C marketing panels on where the Italian wine world is heading next.

What might this edition defined by Italian Wine Ambassadors look like? Looking at IWA Barbara Fitzgerald, we get a clear picture. She is an Italian American from a longstanding California winemaking family with a deep passion for promoting Italian wines. She is a Direct-to-Consumer (D2C) marketing expert, possessing a unique perspective from her professional experiences between California and Italy. Today, she is dedicated to actively strengthening Italian wine businesses.

"There is such an opportunity for direct-to-consumer business in Italy," says Fitzgerald. "We should be creating an authentic path for consumers to connect to us on a deeper level. We have to start thinking about how we as a brand can have a positive impact on all of these things, and convey that to people."

Fitzgerald is a primary example of the knowledge and passion that will drive this upcoming 10th annual wine2wine Business Forum. With perspectives and knowledge like Fitzgerald's, we can only imagine the exciting events regarding D2C marketing panels (and more) to come during wine2wine's landmark edition. To learn more about Barbara Fitzgerald, you can find her recent interview on the Italian Wine Podcast on Spotify, Apple Music, Soundcloud, and wherever else you get your pods.

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.