

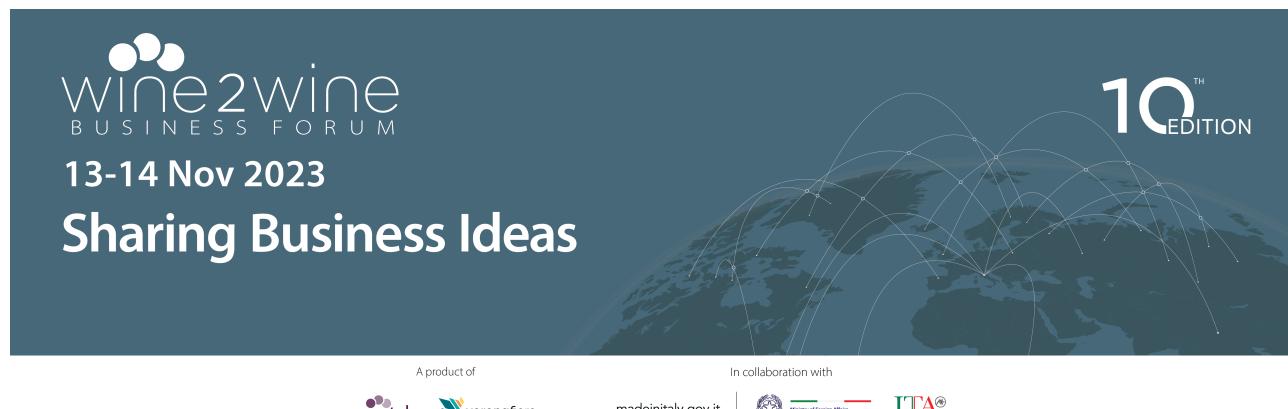
Press Release  
For Immediate Release

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Friday, July 7<sup>th</sup>, 2023:

## **Tickets Now Available for wine2wine Business Forum 2023: Celebrating 10 Years of Empowering the Italian Wine Industry**

2023 marks the tenth edition of wine2wine Business Forum. To commemorate this important anniversary, the international wine2wine Business Forum comes back to Verona on November 13-14, celebrating the establishment and success of the Italian Wine Ambassador program. Early Bird tickets with an exclusive discount are available for purchase until July 31st.



wine2wine Business Forum 2023 celebrates its tenth edition in Verona on November 13<sup>th</sup>-14<sup>th</sup> 2023.

The wine2wine Business Forum, held annually since 2014, has established itself as a crucial meeting point for wine producers and professionals seeking to cultivate and expand their wine businesses on a global scale. The Focus of this year's edition is "Italian Wine Ambassadors: celebrating the past, understanding the present, facing the future."

In commemoration of its 10<sup>th</sup> edition, the event will shine a spotlight on the Italian Wine Ambassadors. This international network of wine professionals has played a pivotal role in promoting Italian wine worldwide, and their contributions will be showcased throughout the program of wine2wine Business Forum 2023.

A special offer is available for those interested in taking part in the event. Tickets are now available for purchase on the event's website, and they include a limited Early Bird offer for purchasing the ticket at a discounted price. The offer is valid until July 31<sup>st</sup>.

With a laser focus on delivering sessions tailored to the needs of wine producers and professionals, attendees will gain invaluable insights, skills, and networking connections to enhance their international wine promotion efforts and expand their global reach.

A core component of the wine2wine Business Forum remains the in-depth analysis and expert insights into the development of current market trends. The anticipated sessions will feature speakers with demonstrated experience in their respective fields. One session will be conducted by Barbara Fitzgerald IWA, a seasoned expert in direct-to-consumer (D2C) marketing, who has amassed extensive experience in both California and Italy. Fitzgerald will present a comprehensive analysis of D2C marketing techniques and delve into the potential benefits of adopting and leveraging this model within Italian wineries.

In the Strategy & Marketing track, Nathalie Spielmann DipWSET - IWA, Professor of Marketing and Director of the MSc Wine & Gastronomy at NEOMA Business School in Reims, will draw upon her doctoral research to explore the role of territorial and terroir branding. The session will delve into the identification of key facets that render terroir brands unique, highlighting how such knowledge can help regions and wine brands gain traction and rise above the competitive playing field.

Continuing the tradition established in previous years, a dedicated track will focus on emerging and established markets. Within this track, Artem Lebedev DipWSET - IWA, an accomplished wine educator and wine communicator with a decade of industry experience, will lead a session on the promising Central Asia market. With its growing economy and increasing interest in wines, this market holds immense promise. Lebedev will share practical strategies associated with selling Italian wine in Central Asia, guiding participants through the cultural and structural challenges inherent to the region.

A new addition to the forum will bring together several prominent wine publications, including *Wine Advocate*, *Wine Spectator*, *Wine Enthusiast* and *Wine & Spirits Magazine*, to clarify the inner workings of their respective rating systems. Overall, this 10<sup>th</sup> edition of wine2wine Business Forum will empower participants to tackle the pressing issues facing the wine sector and embrace future opportunities.

To purchase tickets and explore more about the wine2wine Business Forum 2023, please visit the official website at <https://liveshop.vinitaly.com/en/products/ticket-wine2wine-business-forum-2023/>.

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**About:** 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 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.