

Press Release  
For Immediate Release

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## **wine2wine Business Forum 2023: An Unrivalled Platform for Global Wine Professionals to Confront Challenges Facing the Industry**

Wine professionals and experts from around the world are preparing to converge on Verona on 13-14 November 2023 for the 10<sup>th</sup> annual wine2wine Business Forum. The exciting program is designed to address the challenges faced by the global wine industry, offering unique insights, networking opportunities and innovative solutions for professionals operating in the field. Tickets for the event are now available at a special Early Bird discounted rate.



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

wine2wine Business Forum is a truly collaborative effort, providing a platform for wine professionals to confront the challenges they encounter in their working lives. As the Forum embarks on its landmark 10<sup>th</sup> edition, the spotlight shifts to the work of the Italian Wine Ambassadors and influencers who work tirelessly to promote Italian wine across the globe. The Italian Wine Ambassadors will be at the forefront of the program, hosting workshops and delivering presentations on pivotal topics crucial to Italian wine producers and the broader industry.

The core mission of wine2wine Business Forum is to identify and address the most pressing issues currently facing the sector. In an industry continuously adapting to evolving technologies and changing consumer

habits, from producers to exporters to marketers, understanding and navigating the complex terrain is essential.

A key strand of the wine2wine Business Forum, in collaboration with ITA – the Italian Trade Agency, 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. Addressing recent changes in the Asian markets, the forum will delve into emerging trends and, in particular, explore the changing habits of female consumers, with the help of Alice Wong DipWSET, IWA.

Another session, expertly led by Marco Nordio IWA, will focus on New Zealand. This session will address the unique challenges faced by Italian wine producers in this vibrant market. Offering innovative strategies to overcome barriers to success, this session represents an indispensable resource for those venturing into new markets.

Wine professionals need high level strategies as well as practical tools for promoting and communicating wines effectively. Illuminating the intricate world of terroir branding, Nathalie Spielmann DipWSET, IWA, will emphasize the significance of a wine's origin and its connection to consumer perceptions of quality and authenticity. This session will support professionals in crafting a unique identity within a fiercely competitive market.

Tackling the topics of both fine wines and marketing strategies, returning speaker Peter Yeung DipWSET will address the pivotal role of brand ambassadors in promoting luxury wines and establishing a loyal customer base. This session will shed new light on the diverse approaches to brand ambassadorship, providing participants with valuable insights into building successful and lasting brand partnerships.

wine2wine Business Forum presents a unique opportunity for wine professionals, producers, and enthusiasts to collaborate, learn, and grow in the dynamic global wine industry and offers concrete tips and strategies to face the future with confidence.

To encourage participation, wine2wine Business Forum is pleased to announce the "Early Bird" offer, where tickets can be purchased at a discounted price until 2 October 2023. To purchase tickets and find out more visit the official website at: <https://wine2wine.net/?lang=en>.

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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](mailto:wine2wine@justdothework.it).