



Great Wine Capitals – Press Release

For immediate release

Great Wine Capitals Named Technical Partner of First-Ever FINE #WineTourism Marketplace Italy

[Bordeaux, 25 June 2025] – The international wine tourism sector gains a powerful new platform as the first Italian edition of FINE #WineTourism Marketplace is set to take place in Riva del Garda, Trentino, on October 28–29, 2025. The Great Wine Capitals Global Network (GWC) is proud to announce its role as one of the official technical partners of this landmark B2B event dedicated exclusively to wine tourism.

Following its growing success in Spain, FINE #WineTourism Marketplace expands into Italy with the aim of becoming a new European benchmark for wine tourism. The event is co-organized by Feria de Valladolid and Riva del Garda Fierecongressi and brings together leading wine destinations with international buyers specializing in food & wine travel, luxury tourism, and MICE.

As a technical partner, Great Wine Capitals brings its global expertise in wine tourism strategy and development. The Network's support underlines the event's ambition to promote sustainable, high-quality wine tourism offers that combine territory, culture and innovation.

"The Italian debut of FINE represents a unique opportunity to reinforce cross-border cooperation in wine tourism," says Paolo Arena, President of Great Wine Capitals. *"We are delighted to contribute and help spotlight the world-class wine tourism experiences our Network promotes."*

Programme

FINE Italy offers a comprehensive professional program for the participants who will:

- Meet Top International Buyers: Through the FINE Meeting B2B area, they will engage in business meetings with highly qualified international buyers in food & wine tourism, luxury, incentive, and MICE sectors, using the Online Meeting Planner to personalize your schedule.
- Promote their wines and wine tourism offerings, using the Wine Hub to offer tastings to hosted buyers and industry visitors.
- Exhibit and network: they will be offered a personalized workstation to meet with buyers and visiting professionals.
- Expand their network and generate new contacts: business lunches, cocktails with tour operators, and networking moments in the BE FINE area.
- Attract media attention and gain visibility in international press and on the event's social media channels.
- Learn, thanks to an access to in-depth sessions on current and impactful topics for the growth of the wine tourism sector.

A Strategic Event for the Sector

FINE Italy benefits from strong institutional and industry support, including:

- Institutional endorsements: ENIT, Ministry of Tourism, Ministry of Agriculture
- Active collaborations with sector associations: such as Great Wine Capitals, Movimento Turismo del Vino and Unione Italiana Vini
- Participation of regional and local institutions
- Involvement of specialized media and key figures in the conference program, such as Roberta Garibaldi, one of Italy's top food and wine tourism experts, and Paul Wagner, an expert in wine and oenotourism with extensive experience in California's renowned Napa Valley.

Future of Wine Tourism

FINE Italy is a premier opportunity for wine estates, tourism boards, and promotional agencies to:

- Strengthen their international positioning
- Meet top-tier buyers
- Gain media visibility
- Be part of a forward-thinking community shaping the future of wine tourism

📧 To request more information, contact: commerciale@fine-italy.com

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About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile, Verona, Italy and Hawke's Bay, New Zealand.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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