

Press release - Enoforum Vicenza, 2017

Record participation: 52 research groups, 30 leading companies, more than 1000 technicians

The tenth edition of ENOFORUM took place from 16 to 18 May 2017 at the Fiera di Vicenza Congress Centre, confirming the continuous growth of the event, dedicated to innovation in the wine sector.

Gianni Trioli, President of VINIDEA srl, the company that organises ENOFORUM, in the opening greetings of the event clarified the concepts that have inspired the event since its first edition: "Innovation, understood as the large-scale application of new technologies that significantly improve wine production in a given region, is always the result of a collaboration between research centres, for the scientific verification of phenomena, supplier companies, indispensable financiers and full-scale developers of technologies, and cutting-edge technicians, who test the novelties and allow us to understand their potential and application limits. Where one of the three players is missing, there is perhaps prestigious research, perhaps excellent marketing, perhaps growth in a wine's image, but there is no real innovation. Moreover, innovation today necessarily has to be sought on an international scale; a technician can no longer limit himself to knowing what is happening in his territory."

ENOFORUM has always involved the three innovation players on a global scale, combining in one place and in just a few days a complete overview of all innovations produced in recent years.

In this edition, 52 public research groups - 28 from Italy and 24 from abroad, from 10 different wine-growing countries - contributed to the content with oral or poster presentations; 30 private companies showed the innovations recently made available to production with presentations, posters, demonstration tastings and desk presentations; more than 1,000 congress participants actively participated by asking questions, making suggestions or providing their own experiences and needs.

Although the number of participants increased, the interactivity with the speakers was the most active ever, thanks to the adoption of modern technologies that allowed each participant to ask questions and state his or her opinion on the various topics discussed at the congress. In this manner, which is unique in congresses in our sector, each survey recorded hundreds of opinions and each talk had dozens of questions, the most important of which could be answered straight away.

The 10th edition of ENOFORUM will also be remembered for having been organised with the cooperation of all those who play a role in Italian wine innovation. In addition to the OIV, the MIPAAF and the Veneto Region, which for several editions have granted their moral patronage to ENOFORUM, this year's event also saw the support of the Edmund Mach Foundation. Among the media partners, in addition to the historic collaboration with Il Corriere Vinicolo, Millevigne, Chiriotti Editori and Enoone, the 2017 edition also includes L'Enologo, VVQ and the Unione Italiana Vini.

SIVE, the Italian Society of Viticulture and Oenology, which has always been the co-organiser of ENOFORUM, confirmed with the re-election of the outgoing Board of Directors its more than 20-year

commitment to the collaboration between research and production. OENOPPIA, the international association of producers and suppliers of oenological products, also contributed in this edition to the celebration of the SIVE International Research for Development Award.

The great innovation of the 2017 edition of ENOFORUM was the active participation of ASSOENOLOGI in the organisation of the event and, in particular, its support for the Versini Award, aimed at the Italian researchers who are most able to respond, with their work, to the needs of the world of wine production. ASSOENOLOGI President Ricardo Cotarella, at the opening of the proceedings, emphasised "the fundamental role that research plays in favour of the economic growth of the wine sector in Italy; excellent research, combined with the great tradition of Italian wine, can enable a strong valorisation of our products in a global market. Bringing technicians closer to the results of international research and promoting their active involvement in innovative development has a major strategic significance for the sector. This is also the reason why we sought collaboration with SIVE and VINIDEA, in order to combine energies and skills and offer Italian oenologists an organic and high-level updating initiative."

Recordings of Enoforum presentations are published in the internet magazine [INFOWINE](#).