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Rome hosts a two-day summit on Italian wine under pressure from health debates

The WIN& exhibition brings together 24 producers, officials and researchers to examine sustainability, exports and artificial intelligence

Tuesday, November 17, 2026



Rome will host a two-day event on the present and future of Italian wine on Tuesday, November 17, and Wednesday, November 18, as producers, officials and researchers meet to discuss how the sector is adapting to pressure on sustainability, health messaging, changing consumer habits and new technology.

The event, called WIN& - Exhibition of Italian Wine Culture, will take place at Horti Sallustiani and is being organized by Consorzio Italia del Vino, a trade group led by Roberta Corrà. The consortium brings together 24 wine companies, including several of Italy's best-known producers. It said its members account for 15% of Italian wine exports and more than €1.5 million in combined turnover.

The program is built around debates, round tables and tastings of 70 wines from the 24 wineries. Organizers said the goal is to promote wine as part of Italy's cultural, economic and national identity while also confronting the problems the industry now faces at home and abroad.

Those issues include the environmental demands now placed on agriculture, the public debate over alcohol and health, changes in global markets and consumption, and the spread of new tools in vineyards, cellars and sales channels. The event is being financed through the European Union's NextGenerationEU framework, under Italy's National Recovery and Resilience Plan and the All 4 Sustainability supply-chain program.

Tuesday's opening session will begin with Corrà, followed by video remarks from European Parliament Vice President Antonella Sberna, according to the organizers. The first panel, focused on sustainability and health, is expected to include Marco Lupo, head of a department at Italy's Ministry of Agriculture; Paolo De Castro, president of Nomisma; nutritionist Ilenia Grieco; Francesco Liantonio, president of Valoritalia and a producer with Torrevento in Puglia; Michele Manelli, vice president of Equalitas; and Arrigo Francesco Giuseppe Cicero of the University of Bologna and the International Academy of Healthy Drinking.

That discussion is expected to address one of the wine sector's most sensitive challenges: how to defend the place of wine in Italy's food culture while responding to public-health concerns and new scrutiny from policymakers and consumers. Organizers

said the session will also look at how sustainability standards are being applied across the industry and how producers communicate those efforts.

A second workshop on Tuesday will focus on Italian wine in a changing world. Scheduled speakers include Nicola Caputo, recently appointed special envoy for agrifood diplomacy by Foreign Minister Antonio Tajani; Denis Pantini of Wine Monitor Nomisma; Gianni Bruno, deputy director general of Veronafiere; Federico Veronesi, a producer with Oniwines and head of the wine retail chain Signorvino; and Marcello Gentile of the Italian Trade Agency.

That part of the program is set to examine the commercial side of the business, including export trends, market access and the way Italian producers are adjusting to weaker demand in some places and stronger competition in others. It also reflects a broader concern in the industry that wine producers must respond to changes not only in consumption, but also in the way the product is presented, distributed and discussed internationally.

A third session on Tuesday will turn to management and technology under the title The New Wine Managers: Between Vineyard and Algorithm. Corrà is expected to appear with several representatives from LUISS Guido Carli University, including Director General Rita Carisano, Vice Rector for Artificial Intelligence Giuseppe Francesco Italiano, and professors Luca Pirolo and Raffaele Oriani. Giuliano Trenti, founder and president of NeurExplore, and Riccardo Bertagnin, representing students from the Wine Business Academy created by the consortium with LUISS, are also due to take part.

That session is designed to explore how data analysis, artificial intelligence and new management training are beginning to shape decisions in wine production and sales. The focus on algorithms and business education suggests how far the discussion has moved beyond farming alone, as producers try to manage climate risk, improve efficiency and understand consumers with more precision.

On Wednesday, November 18, the event will shift toward its exhibition area, where organizers said institutional representatives and invited guests are expected to attend. A conference later in the day is scheduled to feature Corrà, Ismea President Livio Proietti and Sabrina Alfonsi, Rome’s city official for agriculture and the environment.

The gathering comes at a time when Italian wine remains one of the country’s strongest export products but is also under pressure from slower growth, changing drinking habits and mounting debate over regulation and health. By placing sustainability, diplomacy, technology and consumer trust in the same program, the organizers are trying to frame wine not only as a commercial product, but as a sector that must defend its place in Italian life while adapting to a different global market.