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Wine Future 2023: a confluence of thought leaders and industry experts in coímbra to address challenges in the wine sector

Coímbra welcomes global thought leaders for Wine Future's fourth edition: a deep dive into challenges and solutions for the wine industry

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The wine industry is at a crossroads. With fluctuating sales, evolving consumer tastes, and external challenges such as inflation, the sector is undergoing a complex transformation. The time is ripe for leaders to come together, assess the current landscape, and determine a path forward. Wine Future 2023 aims to be that forum. Scheduled to take place from November 7-9 in the picturesque city of Coímbra, Portugal, the event promises to be a tour de force of ideas, solutions, and discussions aimed at rejuvenating a sector under siege.

The choice of Coímbra, with its historic richness and cultural milieu, adds an extra layer of allure to the event. The venue itself, the majestic Convento de São Francisco, provides the ideal backdrop for an affair that aims to blend tradition with innovation.

The Agenda

Organized by ViniPortugal and Chrand Events, the event's agenda is as diverse as it is ambitious. According to Pancho Campo, the founder of the Wine Future congresses, the event seeks to address the industry's most pressing challenges—not necessarily in the realm of production but in the avenues of sales, marketing, and consumer engagement.

Wine Future 2023 will offer a plethora of activities, from panel discussions and keynote speeches to tastings and trade fair areas. Topics will span marketing innovations, storytelling in wine branding, and tackling sales in uncertain times. Participants will also explore technological advancements like virtual reality and artificial intelligence and their potential applications in enotourism.

Global Participation

One of the most exciting features of Wine Future 2023 is its global outlook. The event will feature wine tastings that go beyond Portuguese and Ukrainian wines to include selections from New Zealand, South Africa, Chile, Argentina, Germany, France, Italy, Spain, Australia, California, and even Ukraine. This presents a unique opportunity for attendees to explore an incredible range of flavors from some of the world's most famous wine-producing regions.

Spanish representation at the event will include the likes of Rafael del Rey, the director of the Spanish Wine Observatory, and renowned sommelier Ferrán Centelles, among other distinguished professionals.

Among the themes that will be thoroughly discussed are healthy consumption, market accessibility, and inclusivity. The aim is to engage new markets and consumer niches while leveraging distinct tools and strategies. The importance of a compelling narrative, social media presence, and collaborations with influencers will also be dissected as part of the event's comprehensive view of current wine marketing trends.

Wine Future 2023 seems poised to provide actionable solutions to the challenges facing the wine industry. By offering a global platform for discussion and discovery, the event might very well shape the roadmap for a sector in need of strategic direction. The diversity of issues to be discussed—from branding and marketing to consumer engagement and technological innovation—makes it an indispensable gathering for anyone interested in the future of wine.