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Italian wine consortium launches business program with Luiss Business School for future industry leaders

New course combines classroom learning, AI tools, and internships to prepare students for evolving global wine market demands

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The Italia del Vino Consortium, which brings together 23 major Italian wine companies, has announced the launch of a new educational initiative in partnership with Luiss Business School in Rome. The program, named the Wine Business Program, is designed

for both undergraduate and graduate students who are interested in pursuing careers in the wine industry. The course will be conducted in English and will run for 37 days, featuring five distinct modules that cover a range of topics from viticulture to marketing.

The curriculum includes classroom instruction, practical workshops, and wine tastings. It also incorporates the use of artificial intelligence to enhance learning and provide students with up-to-date industry tools. After completing the classroom portion, 20 selected participants will have the opportunity to undertake a three-month internship with one of the consortium’s member companies. Following this internship period, top-performing candidates will be offered fixed-term employment contracts based on evaluations by a panel of industry experts.

Roberta Corrà, president of Italia del Vino, explained that the Wine Business Program 2025 is an intensive course developed and funded by the consortium’s member companies. She emphasized that the goal is to train professionals who are equipped with managerial, technical, and strategic skills needed to address current challenges in the wine sector. Corrà highlighted that the program aims to enrich students’ educational backgrounds by providing immersive experiences closely connected to real business environments.

The Italia del Vino Consortium includes well-known names such as Zonin 1821, Duca di Salaparuta, Gruppo Italiano Vini, Librandi Antonio e Nicodemo, Angelini Estates, and Banfi. Collectively, these companies account for about 15 percent of Italy’s wine exports and employ approximately 3,500 people across the country. The new program reflects ongoing efforts within Italy’s wine industry to attract and prepare new talent for a sector that continues to evolve in response to global market demands and technological advancements.

Applications for the Wine Business Program are now open. The course is set to begin later this year at Luiss Business School’s campus in Rome. Organizers expect strong interest from students both within Italy and internationally due to the program’s focus on practical experience and direct links to leading wine producers. The initiative comes at a time when Italian wine exports remain a significant part of the national economy, and there is growing demand for professionals who can navigate both traditional

winemaking practices and modern business strategies.