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Italy to host first edition of fine wine tourism marketplace in 2025 with global industry leaders

Event in Riva del Garda aims to boost international collaboration, sustainability, and innovation in European wine tourism sector

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The international wine tourism industry is preparing for a significant event as the first Italian edition of the FINE #WineTourism Marketplace will take place in Riva del Garda, Trentino, on October 28 and 29, 2025. The Great Wine Capitals Global Network (GWC)

has been named an official technical partner for this business-to-business event, which is dedicated exclusively to wine tourism.

FINE #WineTourism Marketplace has already established itself in Spain and is now expanding into Italy with the goal of becoming a leading European platform for wine tourism professionals. The event is co-organized by Feria de Valladolid and Riva del Garda Fierecongressi. It will bring together top wine destinations and international buyers who specialize in food and wine travel, luxury tourism, and meetings, incentives, conferences, and exhibitions (MICE).

As a technical partner, Great Wine Capitals will contribute its expertise in wine tourism strategy and development. The organization’s involvement highlights the event’s focus on promoting sustainable and high-quality wine tourism that integrates local culture, territory, and innovation. Paolo Arena, President of Great Wine Capitals, stated that the Italian debut of FINE offers a unique chance to strengthen cross-border cooperation in wine tourism. He emphasized the network’s commitment to showcasing world-class wine tourism experiences.

The program for FINE Italy includes business meetings with international buyers through a dedicated B2B area. Participants will have access to an online meeting planner to customize their schedules. The event also features a Wine Hub where producers can offer tastings to buyers and industry visitors. Exhibitors will be provided with personalized workstations for meetings with buyers and professionals.

Networking opportunities are built into the schedule with business lunches, cocktail events with tour operators, and informal gatherings in the BE FINE area. The event aims to attract media attention and provide visibility through international press coverage and social media channels. Attendees will also have access to sessions focused on current topics relevant to the growth of the wine tourism sector.

FINE Italy has received support from several institutions, including ENIT (the Italian National Tourist Board), the Ministry of Tourism, and the Ministry of Agriculture. It also collaborates with sector associations such as Movimento Turismo del Vino and Unione Italiana Vini. Regional and local institutions are involved as well. The conference program will feature experts like Roberta Garibaldi, a leading figure in Italian food and

wine tourism, and Paul Wagner, who brings experience from California’s Napa Valley.

The event is positioned as an opportunity for wineries, tourism boards, and promotional agencies to strengthen their international presence, connect with top-tier buyers, gain media exposure, and join a community focused on shaping the future of wine tourism.

The Great Wine Capitals Global Network was established in 1999 to connect cities linked to renowned wine regions around the world. Its mission is to support the prosperity of wine-related industries through knowledge sharing, collaboration, and innovation. The network includes cities such as Adelaide (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 FINE Italy or the involvement of Great Wine Capitals in upcoming events, interested parties can visit www.greatwinecapitals.com or contact the organizers directly at commerciale@fine-italy.com.