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Wine Tech Symposium in Milan to Spotlight Digital Innovation in Winemaking

Event to gather industry leaders from Europe and the US, focusing on technology-driven solutions for sustainable winery growth

Monday, September 15, 2025



The Wine Tech Symposium will return for its sixth edition on November 6, 2025, in Milan, Italy. The event will take place at Le Village by CA, located on Corso di Porta Romana 61. Organizers have opened registration and are offering a limited number of

free tickets to winery owners and collaborators who register before September 30 using a promotional code.

The symposium has become a key meeting point for professionals in the wine industry who are interested in the role of technology in winemaking and business management. After five previous editions, this year’s event will focus on how technology can simplify daily operations in wineries and support sustainable growth. The agenda includes discussions on new business models, direct sales tools, data management, and the integration of U.S. technology with Italian expertise.

Attendees will have access to a range of activities throughout the day. The program starts at 9:15 a.m. and includes networking breakfasts, expert-led masterclasses, roundtable discussions, and a light lunch featuring wine tastings. In the afternoon, participants can join an exclusive workshop focused on Wine Suite, a digital platform designed for wineries. All morning sessions will be recorded and made available to attendees after the event.

The symposium aims to connect technology providers, winery managers, and tourism professionals from across Europe and the United States. Organizers say that this year’s edition will highlight practical solutions for direct-to-consumer sales, wine tourism development, and customer relationship management. Industry experts from both sides of the Atlantic will share their experiences and compare approaches to enotourism and winery operations.

Tickets for the event are normally priced at €99 (about $106), but early registrants from the wine sector can use the code “WTS100” to secure complimentary admission while supplies last. Each ticket includes a branded welcome kit and access to all sessions and networking opportunities.

The Wine Tech Symposium has grown in importance as wineries face increasing pressure to adapt to changing consumer habits and market conditions. Organizers emphasize that integrating technology is no longer optional but essential for long-term success in the industry. The event is expected to draw participants from Italy, other European countries, and the United States.

Registration is now open online. Organizers encourage interested parties to act quickly due to limited availability of free tickets. The symposium is supported by several industry partners and aims to foster collaboration between technology companies and traditional wine producers as they navigate a rapidly evolving market landscape.