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Wine Industry Leaders Convene in Adelaide to Shape Global Business Strategies

International conference spotlights innovation, sustainability and changing consumer trends in the evolving world wine market

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Wine business experts and scholars from around the world have gathered in Adelaide, South Australia, for the 16th International Conference of the Academy of Wine Business Research. The event is taking place at the National Wine Centre from February 3 to 6, hosted by Adelaide University’s College of Business and Law. The conference brings together about 50 delegates representing countries such as Canada, Finland, France, Germany, Hungary, Italy, New Zealand, Sweden, Japan, South Africa, Switzerland, the United Kingdom, the United States and Australia.

The conference theme this year is “Shaping the Future of Global Wine Business: Innovation, Resilience and Strategic Evolution.” Participants are discussing a range of topics that include sustainability in wine production, branding and communication strategies, changing consumer preferences like the growing demand for low- and no-alcohol wines, climate change impacts on viticulture, wine tourism trends and regulatory changes affecting the industry.

Associate Professor Rebecca Dolan, Dean of International and Engagement at Adelaide University’s College of Business and Law, said that hosting the conference highlights the university’s long-standing leadership in wine education and research. She noted that Adelaide University combines expertise from both the University of Adelaide and the University of South Australia to support excellence in wine business research and industry engagement. Dolan welcomed delegates to South Australia, a region known internationally for its innovation and quality in wine production.

The Academy of Wine Business Research Conference was founded in 2003 by the University of South Australia. Since then it has become one of the leading academic forums for advancing knowledge and practice in wine business. This year’s program features presentations on packaging innovation, consumer behavior trends and marketing strategies for emerging product categories such as low- and no-alcohol wines.

Adjunct Associate Professor Armando Corsi from Adelaide University’s College of Business and Law serves as President of the Academy. He emphasized that the conference is an important opportunity to share research with direct relevance to industry needs. According to Corsi, sharing insights on topics like packaging innovation and consumer behavior helps support both domestic and international competitiveness in the wine sector.

Associate Professor Steve Goodman from Adelaide University’s College of Business and Law reflected on how much the conference has grown since its first edition more than two decades ago. He said that hosting this year’s event further strengthens Adelaide University’s reputation as a global leader in wine business education and research. Goodman also pointed out that it reinforces Adelaide’s position as a center for world-

class wine scholarship and industry collaboration.

Dr. David Jaud, Program Director of Adelaide University’s Master of Wine and Food Business degree, said that the conference offers an opportunity to showcase South Australia’s wine sector to an international audience while encouraging discussion about future directions for global wine business.

Alongside academic sessions, delegates are experiencing South Australia’s wine culture through curated events. These include a dinner at Penfolds Magill Estate and winery visits to regions such as Barossa Valley and Adelaide Hills. Organizers say these excursions allow participants to see firsthand how local producers are responding to industry challenges with innovation and resilience.