

Great Wine Capitals

Annual Conference

Verona, 20-24 Oct.

GWC DELEGATES' PROGRAM

Day 1 **Sun** 20/10

WELCOME TO VERONA

Reception of the international delegation at the Verona Chamber of Commerce

GWC Executive Committee Meeting at Biblioteca Capitolare - Verona

Opening Ceremony at the Verona Chamber of Commerce - **“Riccardo Borghero” Auditorium**

Day 2 **Mon** 21/10

CIVIC TOUR - WORKING GROUPS - BEST OF WINE TOURISM AWARDS

Meeting with the **President of the Veneto Region** for the members of the **Executive Committee**

Technical meetings for **GWC Delegates** at the Verona Chamber of Commerce

Welcome dinner at Dogana Veneta in Lazise and **“Best Of Wine Tourism Verona”** award ceremony



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Day 3 **Tue** 22/10

TOUR OF THE WINE TERRITORIES

1)Garda Lake - The Itinerary will lead you to explore the largest lake in Italy, Lake Garda, immersing yourself in its rich wine-making traditions and culinary delights. Embark on a journey to uncover famous olive groves overlooking Lake Garda and vineyards where the delicate Bardolino wine is born. With a visit guided by an agronomist, uncover the secrets of grapevine grafting and understand the crucial role of vineyard care in preserving the *terroir* to craft exceptional wines. Indulge in the lake's distinctive flavors amidst stunning vistas.

2)The Valpolicella region and the Lessini mountain - Embark on an itinerary that unveils Valpolicella, one of the world's most renowned wine regions and the birthplace of Amarone wine. Local producers will welcome you into their historic cellars and will guide you through the secrets of their wine production, such as the ancient appassimento method originating in this region. Journey through the hills of the Lessini Mountains surrounding Verona to savor local gastronomic delights and partake in a unique adventure immersed in nature.

3)Dogi's Valley and Verona (the East)- This itinerary will lead you off the beaten path to explore the Dogi's Valley, a region steeped in history where you can visit globally renowned rice-producing companies and indulge in delicious dishes prepared from traditional recipes. Here, you'll have the extraordinary chance to visit a biodiversity oasis and sample acclaimed white and red wines. The journey continues to the Soave area, one of Italy's most picturesque villages, where you'll delve into the history of Soave and discover the renowned Soave wine by visiting vineyards nestled in the hills beneath the magnificent Scaliger Castle.



Day 4 **Wed** 23/10

B2B MEETINGS - WINE TASTING

B2B meetings between international buyers and Veronese and international companies at the Verona Chamber of Commerce, Piazza dell'Economia

Executive Committee Meeting

Wine tasting of the **12 capitals of wine tourism** at Palazzo della Gran Guardia, Piazza Bra, Verona



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Day 5 **Thu** 24/10

CONFERENCE - BEST OF WINE TOURISM GLOBAL

International conference on wine tourism at the Verona Chamber of Commerce - Auditorium

Closing ceremony at the Verona Chamber of Commerce

Best Of Wine Tourism Global competition awards ceremony at Gallerie Mercatali - Gala Dinner

