



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO
AGRICOLTURA VERONA



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

VERONA • ITALY

BUSINESS DELEGATES' PROGRAM GREAT WINE CAPITALS ANNUAL CONFERENCE

VERONA, 20–24 OTTOBRE 2024

INTERNATIONAL WINE TOURISM EXPERIENCE



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IMPORTANT INFORMATION

Travel Agency : Veronality

gwc@veronality.com Mobile: +39 331 664 9517 Office: +39 045 570 1561

Pick-ups for all transfers will be from Hotel Indigo and Hotel Giberti.
Guests staying at other hotels must reach Hotel Giberti on their own.

Address Hotel Giberti : Via Gian Matteo Giberti, 7, 37122 Verona VR

Delegate **registration** and the **welcome kit** distribution will take place on the 19th and 20th at Hotel Giberti and Hotel Indigo.

For guests staying at **other hotels**, registration will be at **Hotel Indigo**.

On the evening of **October 19th**, all delegates will be able to enjoy a **light buffet dinner** at **Hotel Indigo** from 8.00 pm to 9.30 pm

Address Hotel Indigo: Corso Porta Nuova, 105, 37122 Verona VR

Saturday 19 October

Arrivals from airports and train stations and transfers to hotels (Transfers from the airports to the hotels will also be organized by Veronality **on october 20th**). **Participants arriving on other dates will need to arrange their own transfer to the hotel.**

Sunday 20 October

10:30 AM - 12:30 PM: **(Option 1)** City tour **from the Chamber of Commerce** to Castel San Pietro and back to the Chamber of Commerce with a guide

12:30 PM - 2:00 PM: Buffet lunch at the Chamber of Commerce (Corso Porta Nuova, 96 Verona)

2:30 PM - 4:30 PM: **(Option 2)** City tour **from the Chamber of Commerce** to Castel San Pietro and back to the Chamber of Commerce with a guide

3:30 PM - 5:30 PM: **(Option 3)** City tour **from the Chamber of Commerce** to Castel San Pietro and back to the Chamber of Commerce with a guide

6:30 PM: Opening Ceremony at the Auditorium of the Chamber of Commerce

Return to hotels on your own.

Monday 21 October

Business Delegates divided into two groups:

Group 1

8:30 AM: Pick-up from Hotel Indigo

8:45 AM: Pick-up from Hotel Giberti

9:30 AM - 10:30 AM: Visit to [Cantina Valetti](#)

10:45 AM - 12:15 PM: Visit to [Borgo Romantico Country Relais](#)

12:30 PM - 2:30 PM: Lunch at Signorvino (Affi)

3:00 PM - 4:30 PM: Visit to [Albino Armani - Italian Winemakers since 1607](#)

5:15 PM: Return to the hotel

5:15 PM - 6:45 PM: Free time

Group 2

9:15 AM: Pick-up from Hotel Indigo

9:30 AM: Pick-up from Hotel Giberti

10:00 AM - 11:30 AM: Visit to [Villa Mosconi Bertani](#)

12:00 PM - 2:00 PM: Lunch at Ristorante Ai Caprini

2:30 PM - 4:00 PM: Visit to [Farina Wines](#)

4:30 PM: Return to the hotel

4:30 PM - 6:45 PM: Free time

All Business Delegates

6:45 PM - 7:30 PM: Transfer from the hotel to Peschiera- Garda Lake

7:30 PM - 8:00 PM: **Boat transfer** from Peschiera to Lazise

8:00/8:15 PM: Arrival in Lazise for Welcome Dinner and Best Of Wine Tourism
Verona Awards Ceremony

11:00 PM: Transfer from Lazise to Verona (hotels)

Tuesday 22 October

All participants will be divided into seven groups

Group 1 - Lake Garda

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:15 AM - 10:30 AM: Visit to [Winery - ZENI1870](#) and Olfactory Gallery

10:45 AM - 12:15 PM: Visit to [Agricola Casetto](#)

12:45 PM - 2:45 PM: **Lunch at Ristorante “Alla Borsa” Valeggio sul Mincio**

3:00 PM - 4:00 PM: Visit to [Azienda Agricola “Gorgo”](#)

4:30 PM - 6:00 PM: Visit to [Ottella Winery](#)

6:45/7:00 PM: Return to the hotel

Free evening

Group 2 - Lake Garda

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:00 AM - 10:30 AM: Visit to [Sparici Landini](#)

11:00 AM - 12:15 PM: Visit to [Monte del Frà](#)

1:00 PM - 2:30 PM: Visit and **lunch at** [Seiterre Tenuta San Leone](#)

(lunch featuring a “risotto tasting tour”)

2:45 PM - 4:15 PM: Visit to [Le Morette, Azienda Agricola Valerio Zenato](#)

4:30 PM - 6:00 PM: Visit to [Cà Lojera](#)

6:30/6:45 PM: Return to the hotel

Free Evening

Group 3 - Valpolicella and Lessinia

8:30 AM: Pick-up from Hotel Indigo

8:45 AM: Pick-up from Hotel Giberti

9:00 AM - 10:30 AM: Visit to [Corte San Mattia](#)

11:00 AM - 12:30 PM: Visit to [Montresor](#) Wines and Wine Museum

1:00 PM - 3:00 PM: Visit and **lunch** at [Collina dei Ciliegi](#) Winery

3:30 PM - 5:00 PM: Visit to [Massimago Winery](#)

5:45/6:00 PM: Return to the hotel

Free Evening

Group 4 - Valpolicella and Lessinia

8:45 AM: Pick-up from Hotel Indigo

9:00 AM: Pick-up from Hotel Giberti

9:30 AM - 10:30 AM: Visit to [Villa Della Torre](#)

11:00 AM - 2:00 PM: Visit and lunch at [Farina Wines Global Best Of 2024](#)

2:15 PM - 3:45 PM: Visit to [Tenute Ugolini](#)

4:15 PM - 5:45 PM: Visit to [Montresor](#) Wines and Wine Museum

6:00/6:15 PM: Return to the hotel

Free evening

Group 5 - Valpolicella and Lessinia

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:00 AM - 10:30 AM: Visit to [Masi Wine Experience](#)

11:00 AM - 12:15 PM: Visit to [Palazzo Montanari](#)

12:30 PM - 2:00 PM: Visit and lunch at [Castrum Wine Relais](#)

2:30 PM - 4:00 PM: Visit to [Villa Spinosa](#)

4:15 PM - 5:30 PM: Visit to [Tenuta Santa Maria Villa Mosconi Bertani](#)

5:45/6:00 PM: Return to the hotel

Free evening

Group 6 - Soave and the Dogi Plains

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:30 AM - 10:30 AM: Visit to [AnnaFrancesca](#)

11:00 AM - 1:00 PM: Visit and **lunch** at [Le Carezze](#)

2:00 PM - 4:00 PM: Visit to [Villa Cipolla](#) and [Pieropan Winery](#)

4:15 PM - 5:30 PM: Visit to [Cà Rugate winery and Wine Museum](#)

6:00/6:15 PM: Return to the hotel

Free evening

Group 7 - Soave and the Dogi Plains

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:15 AM - 10:15 AM: Visit to [Fongaro](#) Spumante Metodo Classico

10:45 AM - 1:30 PM: Visit and lunch at [Gino Fasoli](#) and [Magari Estates](#)

2:30 PM - 3:30 PM: Visit to [AnnaFrancesca](#)

3:45 PM - 5:15 PM: Visit to [Le Carezze](#)

6:15/6:30 PM: Return to the hotel

Free evening



Wednesday 23 October

Business Delegates

divided into two groups:

Technical Tour 1

8:15 AM: Pick-up from Hotel Indigo

8:30 AM: Pick-up from Hotel Giberti

9:00 AM - 10:30 AM: Visit to Villa San Pietro

10:45 AM - 12:00 PM: Visit to La Dama

12:30 PM: Return to the Chamber of Commerce

12:30 PM - 1:30 PM: *Buffet lunch at the Chamber of Commerce*

From 2:00 PM: Scheduled B2B meetings with international buyers, free return to the hotel

Technical Tour 2

8:30 AM: Pick-up from Hotel Indigo

8:45 AM: Pick-up from Hotel Giberti

9:30 AM - 10:30 AM: Visit to Redoro Olive Oil

11:00 AM - 12:00 PM: Visit to Ripa della Volta

12:30 PM: Return to the Chamber of Commerce

12:30 PM - 1:30 PM: *Buffet lunch at the Chamber of Commerce*

From 2:00 PM: Scheduled B2B meetings with international buyers, free return to the hotel

All Business Delegates

6:00 PM : Transfer from the hotel to Gran Guardia (Piazza Bra)

6:30 PM: *International wine tasting at Gran Guardia*

10:00 PM: Return to the hotel on your own

Thursday 24 October

All Participants

– Walking transfer to the Chamber of Commerce for the *International Wine Tourism Conference* at the Chamber of Commerce Auditorium

09:00 am – 1:30 pm. International Conference on Wine Tourism

- 9:00-9:30 Greetings from local authorities
- 9:30-10:00 Roberta Garibaldi: Wine Tourism In Italy
- 10:00 – 11:45 GWC Round Table: "How GWC regions are adapting to changing consumer preferences and declining consumption".

Introduction by Robert Joseph o Presentations by Napa, Adelaide, Bordeaux, Porto and Verona

- 11:45 - 12:15 Coffee Break
- 12:15 – 12:35 Find Us in the Vines: An Ethnographic Account of the Role and Influence of Diaspora/BIPOC in the Okanagan and Napa Valley Wine Tourism Industry, by Pabli Sharma B., GWC Research Grant Recipient
- 12:35 – 13:00 Servitization of wine production: is wine tourism creating value for wineries? by Claire Lamoureux, GWC Research Grant Recipient
- 13:00 – 13:30 Announcement GWC Annual Conference 2025 and Conclusions by Stevie Kim

Buffet lunch at the Chamber of Commerce

Executive Committee and GWC Delegates

02:30 -3:00 pm Closing Ceremony

All Business Delegates

6:45 PM : Transfer from the hotel to Gallerie Mercatali for the Gala Dinner

8:00 PM: *Global Best Of Wine Tourism Award and Gala Dinner*

After party

12:00 PM: Transfer from Gallerie Mercatali to the hotels

Late bus transfer will be provided at 1.00 am

Friday October 25, 2024

Transfers from hotels to train stations/airports. Organized by Veronality.

USEFUL Information INFOS

CONTACTS

TRAVEL AND TRASFERS

Veronality

Mobile: +39 331 664 9517

Office: +39 045 570 1561

E-mail: gwc@veronality.com

ACCOMODATION

OFFICIAL HOTELS

Giberti Hotel:

Add: Via Gian Matteo Giberti, 7, 37122 Verona

E-Mail: info@hotelgiberti.it

Tel: +39 045 800 6900

Indigo Hotel:

Add: C.so Porta Nuova, 105, 37122, Verona

E-Mail: info@indigoverona.com

Tel: +39 045 595 600

VERONA CHAMBER OF

COMMERCE

Tourism and Culture Office

Tel.: +39 045 8085 863/702

Mobile: +393665884371

E-Mail: turismo@vr.camcom.it

OTHER

CONTACTS

First aid: 118

Police: 113

Carabinieri (Military Police):

112



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