



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO
AGRICOLTURA VERONA



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

VERONA • ITALY

GWC 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

International Jury

09.30 – 12.30 International Best Of Jury **Sala Giunta** 2nd Floor Verona Chamber of Commerce (*Corso Porta Nuova, 96 Verona*)

All Participants

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

Executive Committee and Local Coordinator

1:30 PM - 1:45 PM: Transfer to the [Biblioteca Capitolare](#)

(address: Piazza Duomo, 19, 37121 Verona)

1:45 PM – 2:45 PM: Introductory tour of the Biblioteca Capitolare

2:45 PM - 5:15 PM: Executive Committee meeting

5:15 PM - 6:15 PM: Walking city tour from the Duomo to the Roman Theater, then by minibus to the Chamber of Commerce, passing by Castel San Pietro and Adige River for a city tour by bus.

All Participants

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

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

Buffet Dinner (Return to hotels on your own).

Monday 21 October

Executive Committee Civic Tour

8:00 AM - 9:30 AM: Transfer from Verona to Tronchetto in Venice

9:30 AM: Arrival at Tronchetto

9:30 AM - 10:15 AM: Boat tour from Tronchetto to San Marco via the Grand Canal

10:15 AM - 11:30 AM: Walking tour to Palazzo Balbi

11:30 AM - 12:00 PM: Meeting with the Veneto Region

12:30 PM - 2:00 PM: Lunch at Trattoria Dona Onesta

2:00 PM - 2:20 PM: Boat transfer to Tronchetto

2:20 PM - 3:30 PM: Transfer from Tronchetto to [Pedrollo S.p.A.](#)

3:30 PM - 4:30 PM: Visit to Pedrollo

4:30 PM - 5:00 PM: Transfer from Pedrollo to Verona (hotels)

5:00 PM - 6:45 PM: Free time

GWC delegates

Verona Chamber of Commerce

09:30 – 12:30 pm GWC Working Groups sessions

Activities and Partnership WG Sala Artigianato Ground Floor

Brand & Communications WG Sala Credito e Assicurazioni 4th Floor

Membership Working Group Sala Mediazione 4th Floor

12:30 pm Buffet lunch “Sala delle Donne” Ground Floor

1:30 – 5:00 pm GWC Working Group sessions

Executive Committee + GWC delegates+Business Delegates

6:45 PM - 7:30 PM: Transfer from the hotel to the port of Peschiera

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

Executive Committee

09:00 am – 12:00pm Executive Committee meeting at Verona Chamber of Commerce (Sala Consiglio 2nd Floor)

12:30 – 1:30 pm Buffet Lunch Verona Chamber of Commerce

1:30 – 2:30pm ExCo meeting with Cornell Team representatives

2:30 – 3:30 pm Individual appointments with Cornell Team representatives

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

6.15 Inauguration of the **GWC Sign** in Piazza Bra

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

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

GWC delegates

12:30 pm Standing lunch Verona Chamber of Commerce

2:00– 5:00 pm B2B meetings between delegates and international hosted buyers (optional).

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

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

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 Delegates

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

7:00 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.

Historical Treasure

Verona is a fascinating city rich in history that lays its foundations on

Known worldwide as the city of love, in which the events of Shakespeare's famous play "**Romeo and Juliet**" took place, Verona is a crossroads of culture, art, and tradition.

Its **medieval** alleys, large elegant squares, and majestic monuments testify to its historical legacy.

The beating heart of the city is the Arena: a perfectly preserved **Roman amphitheater** located in **Piazza Bra**, which hosts performances, concerts, and of course the worldwide renowned **opera festival**.

In addition to this, the city boasts a



The Wine-Growing Terroir

Garda Lake

The largest lake In Italy, a paradise for water sports and outdoor activities.

A Mediterranean oasis that over a distance of not many kilometres encompasses the beauty of its coastline, the gentleness of the hills and the majesty of mountains, making this area a unique and unmissable destination all year round.

Plain of the Doges

Land, water and sky. Here time has been marked for centuries by the traditions of country life and the slow rhythm of the seasons. It is an environment mapped out by waterways, rice fields, oases and fortifications to defend the borders south of Verona. This Veronese landscape is dotted with Romanesque parish churches and ancient quadrangles.

Lessinia

The mountains of Verona.

An area of the Venetian Pre-Alps that includes the wonderful Lessinia Nature Park. The Lessinia is a gentle mountain area that attracts slow and respectful tourism with its rolling panoramas sculpted by nature. The enduring traditions include those handed down from the ancient Cimbri people.

Valpolicella

A land rich in history. The Valpolicella hills are home to some of Italy's most prized wines. These are all reds and the jewel in the crown is the Amarone. Visitors can wander the streets of ancient villages, see majestic Venetian villas, traditional gardens and rural stone courtyards.

Soave - east Verona

A journey all around Soave. These are rolling hills with villages hidden among them, perched here and there on their slopes, as well as rural courtyards, medieval castles and Venetian villas. The whole landscape is framed by stretches of vineyards that produce the traditional, fresh, brilliant and harmonious Soave wines.



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

Fire Police: 115

Taxi Verona : +39 045 532

666

See you

