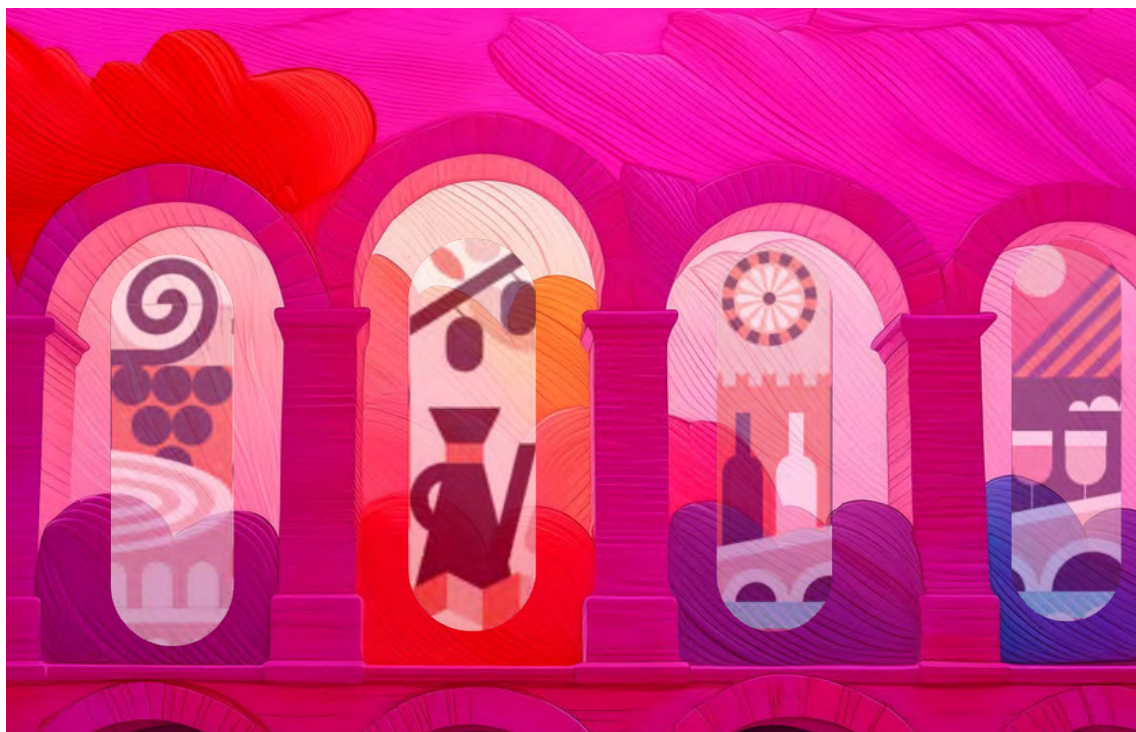


Great Wine Capitals Annual Conference

International Wine Tourism Experience

Verona, **October 20-24**

Business Delegates' Program



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO
AGRICOLTURA **VERONA**



DAY 0 / Sat 19th

ARRIVAL IN THE CITY

Transfer to City Centre

Upon Arrival all **Guests** will be provided with **transfer service** from the **airports** in Northern Italy to either one of the **official hotels** or to the Verona **Chamber of Commerce** (City Center). In each hotel, a **reception desk** will be set up for the **registration** and the delivery of welcome kits.

In the evening, guests will meet for a **light buffet dinner** in one of the official hotels.





DAY 1 / Sun 20th

Welcome Day & Opening Ceremony City Tour and Meeting



On **Sunday** 20th, **Delegates** will take part in the **Verona City Tour**, during which a guide will lead guests through the **most iconic** places of the **city: Piazza Bra, the Arena, Piazza Erbe**, etc. **Buffet lunch** at the Verona **Chamber of Commerce - Piazza dell'Economia**. During the afternoon, another group of delegates will take part in the city tour. Afterward, all guests are invited to the **opening ceremony** at the **Riccardo Borghero Auditorium** (Chamber of Commerce). In the evening a dinner will follow for everyone at Chamber of Commerce - **Piazza dell'Economia**.

Business Delegates

DAY 1 / Sun 20th

○ ————— Morning/Lunch ————— ○

· **City Tour** (group 1)

· **Buffet Lunch** at Verona Chamber of Commerce's Piazza dell'Economia

○ ————— Afternoon ————— ○

· **City Tour** (group 2)

· **Opening Ceremony** at Verona Chamber of Commerce - Auditorium "Riccardo Borghero"

○ ————— Evening ————— ○

· **Dinner** at Verona Chamber of Commerce - Piazza dell'Economia





DAY 2 / Mon 21st

CITY & WINERIES TOUR EXPERIENCE

On **Monday 21st**, **Business delegates** will embark on technical visits to explore the wineries and olive oil mills choosing an itinerary between the **Soave** and **Valpolicella** area. In the evening, all guests will gather for the **welcome dinner** at **Dogana Veneta - Lazise**.



Business Delegates

DAY 2 / Mon 21st

Morning/Lunch

· **Technical visits** to the Wineries and Olive Oil Mills: **Soave** and **Valpolicella** area.

· **Lunch** at different venues.

Afternoon

· **Technical visits** to the wineries and Olive Oil Mills: **Soave** and **Valpolicella** area.

Evening

· **Welcome Dinner** at Dogana Veneta, **Garda Lake, Lazise.**



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DAY 3 / Tue 22nd

THE WINE-GROWING TERROIR

Guests will be able to choose from one of the proposed **itineraries** to visit the excellent **wine tourism destinations** of the wonderful **Veronese Terroir**.

Lake Garda

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 for 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, oasis 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, classical gardens and simple 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 expanses of vineyards that produce the ancient, fresh, brilliant and harmonious Soave wines.



ALL DAY

TECHNICAL VISITS

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 23rd

B2B Meetings & International Wine Tasting Day

During the morning, **technical tours** of oil mills and wineries will continue, while in the afternoon scheduled **B2B meetings** among **international buyers and business delegates** will take place at Verona Chamber of Commerce, Piazza dell'economia. In the evening, **all guests** will enjoy an **international wine tasting** at the majestic **Gran Guardia Palace, Piazza Bra**.



Business Delegates

DAY 4 / Wed 23rd

Morning/Lunch

· **Technical visits** to the wineries and oil mills of the territory.

· **Lunch** at Verona Chamber of Commerce

Afternoon

· **B2B meetings** between **international buyers and business delegates** at Verona Chamber of Commerce, Piazza dell'economia.
Meetings will be scheduled in advance through B2match platform

Evening

· **International Wine Tasting** at **Gran Guardia Palace**, Piazza Bra, Verona.





DAY 5 / Thu 24th

Conference Day & Gala Dinner

Morning/Lunch

International **Wine Tourism Conference**

All Guests are invited to partake in an **International Wine Tourism Conference** at Verona **Chamber of Commerce - Auditorium**.

A standing lunch will follow.

Evening

Best Of Wine Tourism Awards Ceremony

All Guests are invited to partake in the **BOWT Awards Ceremony** at **Gallerie Mercatali - Verona**

Dinner

Gala Dinner at Gallerie Mercatali

To close the week a Gala Dinner will follow for everyone at **Gallerie Mercatali - Verona**



Business Delegates

DAY 5 / Thu 24th

Morning/Lunch

· **International wine tourism conference** at
Verona Chamber of Commerce - Auditorium

· **Standing Lunch** at Verona
Chamber of Commerce

Evening

· **Best Of Wine Tourism Verona and Global**
awards ceremony at **Gallerie Mercatali** – Verona.

· **Gala Dinner at Gallerie Mercatali**
and after party



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USEFUL INFOS



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TERMS AND CONDITION

What is included:

- Participation in the Conference
- Technical Visits to Vineyards (see program)
- Participation in B2B meetings and International Wine Tasting
- Meals included in the program
- Private Transfer from Northern Italy airport to Verona Chamber of Commerce
- Transfer, technical visits and social events

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

Register and Book Here:

<https://veronaup.com/landing/gwc-2024/#/alloggi>

See you in Verona!

CONTACTS

Verona Tourism Office (Chamber

of Commerce): +39 045 8085863

E-Mail: turismo@vr.camcom.it

EMERGENCY CONTACTS

First aid: 118

Police: 113

Carabinieri (Military Police): 112

Fire Police: 115

TRAVEL AND TRASFERS

Veronality: +39 045 5701561

Taxi Verona : +39 045 532666
