

FOR SUPPLIERS OF THE WINE INDUSTRY

**SOUTH AMERICAN  
WINE INDUSTRY  
MARKET IMMERSION  
CHILE & ARGENTINA**

**Immerse and promote your innovative solution through  
a collective European innovation showcase and mission**

**Enoforum on the Road Chile: Nov. 8-9, 2023**  
**Mission in Chile: Nov. 6-10, 2023**  
**Mission in Argentina: Nov. 13-16, 2023**



**Meet important international wine industry stakeholders**



**Understand current production trends**



**Promote your technology to a targeted audience**



**Benefit from a collective European action**

## **Choose from 3 participation options to best fit your needs**

- **Enoforum on the Road Chile - Nov. 8-9, 2023**

Showcase your innovation to technical directors and decision makers

- **EPAWI Mission in Chile - Nov. 6-10, 2023**

Meet industry actors and experience the local production methods in 2 different regions of Chile through technical visits and targeted meetings

- **EPAWI Mission in Argentina - Nov. 13-16, 2023**

Discover and understand the latest trends in production in Argentina through technical visits and meetings with key actors

# ENOFORUM on the Road



**Centro de Investigación y Desarrollo  
de Concha y Toro  
Talca, CHILE  
NOVEMBER 8-9 2023**

**ENOFORUM, Europe's largest technical-scientific congress for the wine sector, comes to CHILE.**

ENOFORUM is an international event, known for its content and reach, and has been proposed for 20 years with great success in Italy, Spain, Portugal and, more recently, in the USA.

The conference **ENOFORUM on the ROAD** brings together the 3 pillars which are necessary to have an effective innovation process:

- Research in public institutions
- R&D activity by auxiliary industries/supplier companies
- Front-runner winegrowing professionals

**ENOFORUM on the ROAD** is a **travelling version of the Enoforum concept** aimed to present technological innovations developed in Europe to key stakeholders of the local wine industry. In particular, the Chilean 2023 edition will be attended by a panel of 80-100 industry actors, composed of:

- Vineyard, cellar, and R&D managers of the largest wine groups in Chile (Concha y Toro, Viña Santa Rita, Viña San Pedro, etc.)
- Advisors and opinion leaders dealing with medium and small grape and wine producers
- Representatives of local institutions, associations, business support organisations, etc.

At **ENOFORUM on the ROAD** the participating **European supplier companies** will be able to showcase the result of **their innovative solutions** to Chilean wine industry decision-makers, through a conference presentation of the technology, the experience of a European wine producer who has tested and applied the innovation, and an informal tasting of an outstanding wine produced by the testimonial winery.

**Organised by:**



**Hosted by:**



**With the support of:**



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# COMPANY PARTICIPATION



EnoForum reserves a significant space in the program for supplier companies, recognising that they play a fundamental role in the evolution of the sector by bridging the gap between research and practice, through the development of new technologies, making the results of research applicable in practice, thus transforming knowledge into innovation. The other part of the event is dedicated to the transfer of recent scientific knowledge to the production world by offering a scientific update to wine professionals. Each participating company will have the following spaces to explain its innovative solution:

## CONFERENCE SESSION

The conference program will reserve 15-20 minutes to each company for:

- A presentation of the **innovative solution** developed and of its effects in grape and wine production
- A testimonial from a **wine / grape producer** who applies the innovation, explaining reasons and results of its adoption

To be the most appreciated by and attractive for the qualified attendance, the session should **only** address **one solution** and should present the **technical characteristics of the innovation** presented, with documented material issued from the experimental work performed during its development.

It is advised to arrange for the in-person presence of at least one Spanish-speaking speaker, although **simultaneous translation** from English to Spanish and **video-conference** options (\*) will also be available. **Broadcasting** of a recorded video will also be possible.

### Information needed:

Following your official registration by July 28th, the following information is needed.

Conference **presentation title** and **speaker's name and e-mail** has to be sent to [celine.caffot@vinidea.it](mailto:celine.caffot@vinidea.it) by the 15th of September at the latest.

(\*) For online participation the speaker will be contacted to check the **basic quality requirements** (good internet connection, external microphone,...)

## DIRECT EXCHANGES VIA WINE TASTINGS

Each company will have an available space & table where it can offer a tasting of an **outstanding wine** produced by the winery that spoke **to their interest of the solution** explained during the conference while showcasing the company's innovation.

The conference attendees will be invited to divide into small groups and **visit** the tasting spaces, according to a predefined schedule. The attractiveness of the proposed tasting will depend on the **interest for the innovation** and on the **reputation of the winery** and the originality of the wine for the participants.

This tasting will allow:

- The attendees to better understand the technical, environmental, and socio-economic context in which the innovation is applied.
- The company representative(s) pouring the wine to add details on the **applicative aspects of the innovation**, and to establish direct contacts with local stakeholders.

Translation services will not be provided during the tasting sessions.

### Information needed:

The name of your **client winery testimonial** and **of the wine to be tasted** and the **company participant name**, if different from the conference speaker, has to be sent to [celine.caffot@vinidea.it](mailto:celine.caffot@vinidea.it) by the 15th of September at the latest.

# MISSION CHILE Nov. 6-10 2023

# MISSION ARGENTINA Nov. 13-16 2023

In addition to participating in Enoforum on the Road, each company has the possibility to participate in a dedicated mission surrounding the event, composed of technical visits and other meetings with different actors of the Chilean wine industry. A mission in Argentina is also proposed, giving supplier companies another occasion to promote their solution and gain market insights.

## CHILE

### MONDAY NOV. 6

- Meet in Santiago and overview of the mission and participants
- Presentation, round table and meetings with **Wines of Chile / I&D Consorcio** to discuss **market trends** and **needs**
- 2 technical visits at an innovative medium-sized and large winery in the **Maipo Valley**
- Transfer to Talca / Night in Talca

### TUESDAY NOV. 7

- Meeting with the **University of Talca Centro Tecnológico de la Vid y el Vino**
- Discussion of the **technical challenges** and **technological advances** of the industry
- Presentation of **services offered** by UTCTVV to supplier companies entering the market
- 2 technical visits and meetings with the independent winegrowers of **Maule Valley** (artisanal practices and ancient grape varieties)
- Night in Talca

### WEDNESDAY NOV. 8 & THURSDAY NOV. 9

- **Enoforum on the Road** (see page 3 and 4)
- Night in Talca

### FRIDAY NOV. 10

- A day of **technical visits**, representing small, medium, and large wineries focused on innovation, including meetings with technical directors and managers (**Maule, Maipo, Curico Valley**) or time to meet with distributors
- Debriefing of the Chile mission
- Transfer back to Santiago - End of mission

## ARGENTINA

Organised in partnership with the project Al-Invest Verde Sustenta Vitis: **Wines of Argentina** and **Interco Nouvelle-Aquitaine**

### MONDAY NOV. 13

- Meet in Mendoza. **Innovation seminar** with expert presentations, company pitch presentations, **individual meetings**, and networking with key Argentinian industry actors in the scope of the Sustenta Vitis project (**Wines of Argentina**)
- Technical visit in the region of Luján de Cuyo
- Night in Mendoza

### TUESDAY NOV. 14

- Technical visits in the **Uco Valley** followed by an **official networking event** in the evening with the Franco-Argentinian Chamber of Commerce
- Night in Mendoza

### WEDNESDAY NOV. 15

- Technical visits in the region of **Luján de Cuyo**, representing wineries of different sizes
- Night in Mendoza

### THURSDAY NOV. 16

- End of mission

Thank you to our partners for their support in the organisation of the missions.



# CONDITIONS & REGISTRATION

Each company has the possibility to participate solely in Enoforum on the Road, or Enoforum on the Road Chile + the mission in Chile + the mission in Argentina. Thanks to the support of the European Union, WICA by EPAWI and Enoforum can propose the following estimated prices for participation, based on the participation of a minimum number of companies, and on the condition that the company is an SME (1,2) and has participated in the EPAWI crowd-writing exercise (3). A down payment will be necessary at the time of official registration. Extra funding to compensate for part of the mission and travel is provided to SMEs who have participated in the EPAWI crowd-writing contest.

## **Participation Enoforum on the Road Chile:**

€4000 / €2000\* (+VAT when applicable)

- The participation of a company at ENOFORUM on the Road has a cost of €4000 (+VAT when applicable), that includes the conference session, the tasting space for the wine provided by the company, lunch and two places at the November 8th dinner.

\*SMEs that have contributed to the crowd-writing exercise proposed by the EPAWI project, will be able to take advantage of a 50% discount of the participation fee, thanks to EU co-funding. (€4000 €2000)

Not included: Accommodation and logistics, flight to and from South America, transportation within Chile

## **Participation EPAWI Mission Chile:**

€2300 / €1700\* (+VAT when applicable)

Included:

- The organisation of technical visits, industry actor meetings, and logistics.
- Accommodation for 1 person from Sunday, November 5th to Friday, November 10th
- 3 lunches and 1 dinner
- Bus transportation within Chile from Monday, November 6th to Friday, November 10th

\*SMEs that have contributed to the crowd-writing exercise proposed by the EPAWI project are able to take advantage of a 25% discount of the participation fee, thanks to EU co-funding.

Not included:

- Transportation from Europe to Chile
- Other dinners
- Personal expenses
- A second/third participant's hotel, meals, and transportation (to be seen with organisers)

## **Participation EPAWI Mission Argentina**

€1700 / €1300 \* (+VAT when applicable)

Included:

- The organisation of technical visits, hotels, lunches, transportation within Argentina
- Accommodation for 1 person from Sunday, November 12th to Thursday, November 16th
- 3 lunches and 1 dinner

\*SMEs that have contributed to the crowd-writing exercise proposed by EPAWI project are able to take advantage of a 30% discount of the participation fee, thanks to EU co-funding.

Not included:

- Other dinners
- Personal expenses
- A second/third participant's hotel, meals, and transportation (to be seen with organisers)

If a company participates in both the Chile and Argentina mission, the following is not included:

Transportation from Chile to Argentina; Accommodation Friday, November 10th and Saturday, November 11th 2023 (free weekend between to the two missions)

1. SME definition: up to 249 employees and an annual turnover not exceeding € 50 million or a balance sheet total not exceeding € 43 million. 2. Extra funding to compensate for part of the mission and travel is provided to SMEs who have participated in the EPAWI crowd-writing contest. 3. You can access the crowd-writing exercise [here](#), and reach out to your country representative for any questions.

## Spaces are limited!

**Registrations considered on a first come first serve basis  
(and no later than July 28th).**

**Upon receiving the company application form uploaded in the registration form, a deposit invoice will be issued for 30% of the total amount due, payable on reception of the document.**

**Applications will be considered accepted once the downpayment has been processed.**

For questions, please contact your country representative:

**Italy:** Gianni Trioli - Agrifood FVG - [gianni.trioli@vinidea.it](mailto:gianni.trioli@vinidea.it) +39 335 6285121

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For specific questions about **Enoforum**, please contact:

Celine Caffot - Vinidea - [celine.caffot@vinidea.it](mailto:celine.caffot@vinidea.it) +39 340 841 5098

# ABOUT THE PROJECT **EPAWI**

European Partnership for Auxiliary Wine industry Innovation

The EPAWI project brings together 4 clusters - Inno'vin, AgriFood & Bioeconomy agency FVG, INNOVI and ADVID, with technical support by Vinidea, representing a major part of the wine ecosystems in France, Italy, Spain and Portugal. The aim is to promote innovation on an international level, and to launch and establish the **Wine Innovation Cluster Alliance - WICA**.

Bringing together all initiatives that provide solutions and improvements in the wine value chain, WICA aims to face the challenges presented by grape and wine producers through cross-sectoral innovation, auxiliary companies' involvement, international development and Business Support Organisation collaboration.



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