



Press release

February 17th, 2025

PIACENZA EXPO:

THE *FIERA DEI VINI* IS GROWING AND INVESTING IN EXHIBITOR OFFERINGS

The pre-registration for the third edition of the market exhibition will open on March 1st.

The news for 2025: greater synergies between producers and Ho.Re.Ca channel, and a focus on European markets

Piacenza Expo is looking ahead to the *Fiera dei Vini*'s **third edition**, held in the County Seat of Emilia Romagna **from 22 to 24 November 2025**. The opening date of **pre-registration** for producers is **March 1st**. Benefiting from the success of the 2024 edition with the participation of over 200 exhibitors and a 10% increase in visitors over the three days, Piacenza Expo confirms its commitment to creating a reference event for the wine industry. As a matter of fact, the **market exhibition** has now become a consolidated format: the final day will be specifically dedicated to B2B to satisfy the increasing demand.

Companies wishing to take part in the event can **submit their request** on the website www.fieradeivini.it. It is possible to choose a **maximum number of exhibitors**, guaranteeing the optimal enhancement of each participant and an ideal exhibition space. The **services dedicated to winemakers** represent a further added value, such as a precise communication system, efficient logistical support, a practical organization with immediate technical assistance and an agile ice supply for each stand.

‘Our event is increasingly characterised by the presence of a highly selected audience of wine enthusiasts but also of restaurateurs, wine merchants and sommeliers’ explains **Sergio Copelli**, General Coordinator of Piacenza Expo. The strategic position of the fair, close to regions with high spending potential such as Lombardy, Piedmont, Veneto and Liguria, has always aroused interest. In today's complex economic situation, *Fiera dei Vini* represents an immediate and useful tool for winegrowers grappling with changes in the sector. Sections dedicated to organic wine, a growing market that – according to forecasts – will be worth 25 billion dollars by 2030, and to wine tourism

in collaboration with the *Strade del Vino e dei Sapori regionali* (Regional Food & Wine Routes), to focus on the importance of the territory’.

For the year 2025 the Piacenza Expo Wine Fair aims to further strengthen its role as a strategic showcase for the wine sector. Among the **new features**, it is set to enhance the creation of more opportunities for meetings between producers and the Ho.Re.Ca channel with *ad hoc* activities and content, and **targeted actions aimed at foreign distributors**, to prioritise the focus on **European markets** to encourage the development of international relations.

Piacenza, Fiera dei Vini summary

When: Saturday 22nd, Sunday 23rd, and Monday 24th of November 2025

Where: Piacenza Expo

Opening hours: Saturday and Sunday from 11:00 a.m. to 7.30 p.m.; Monday from 10:00 a.m. to 4.30 p.m.

Admission: €25 including glass for tastings. Reduced-price ticket of €15 for agreements with industry associations.

Minors do not pay for admission and can not attend the tastings

Parking: free

Useful information: 1000 carts available for purchases; discounts to visitors for admission to city museums

Website: www.fieradeivini.it

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