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FIERA DEI VINI 2025 AT PIACENZA EXPO:

A STORY OF WINES THROUGH CHANGE, TERROIR, AND NEW GENERATIONS

The event confirms itself as an effective commercial tool as well as “laboratory” where producers, industry professionals, institutions, and the world of education and training come together.

At a time when the wine sector is undergoing profound transformation – from climate change to shrinking consumption, from rising production costs to the gradual abandonment of cultivated land – **Piacenza Expo’s *Fiera dei Vini*** proves to be not only a trade event, but also a **space for collective reflection on the future of the industry.**

After three editions in its renewed format, *Fiera dei Vini* has demonstrated its ability to serve as **“laboratory”**: a place where producers, operators, enthusiasts, institutions, and educational bodies meet to explore **how to continue generating value while respecting the land and the communities that inhabit it.** Attendance from **more than 50 Italian provinces** confirms the national interest in a format that places quality, sustainability, and direct relationships between winemakers and the public at its core.

Opening the 2025 edition with *Il vino e la terra, storie di cura, custodia ed equilibrio*, a masterclass hosted by **Luigi Fenoglio**, director of Tenuta di Forci (Lucca), was a clear statement: **a reminder that behind every glass there is soil to understand, protect, and cultivate.** A powerful message emerged: Italy is witnessing a **troubling abandonment of cultivated land**, especially in the most fragile and traditionally suited areas, where agricultural presence also plays a role in shaping the landscape and culture. Talking about wine today inevitably means talking about the fate of these territories.

In this context, the **thematic areas** dedicated to organic and natural production, as well as the presence of small producers committed to sustainable agricultural paths, become more than exhibition content. **They are concrete signs of how the supply chain is seeking new ways to combine economic, environmental, and social sustainability.**

In a challenging economic environment, an event like *Fiera dei Vini* takes on a **dual role**. On one hand, it is an **effective commercial platform** capable of generating sales opportunities and valuable contacts for the participating wineries, thanks to a motivated and knowledgeable audience of professionals and winelovers. On the other hand, it is a **cultural tool**, making the discussions, themes, and sensitivities that are reshaping the identity of Italian wine accessible: attention to the land, respect for raw materials, and new ways of narrating vineyard and cellar work.



“This year’s edition confirmed *Fiera dei Vini*’s ability to attract a knowledgeable public from many Italian regions and to offer companies a market exhibition rich in content and concrete opportunities,” comments **Sergio Copelli**, General Coordinator of Piacenza Expo. “In a complex moment for the wine industry, events like this become essential tools for keeping the dialogue alive between producers, professionals, and consumers.”

Piacenza Expo thus reaffirms itself as a strategic ally for companies that, in a delicate phase, need spaces to meet consumers directly, test new markets, strengthen their identity, and authentically tell their stories.

If the future of wine passes through the land, it also inevitably passes through younger generations. This is why the collaboration with **Piacenza’s “Raineri Marcora” Professional Hospitality Institute** is of central importance. The students, involved in wine service during the masterclasses dedicated to various expressions of the European food and wine landscape, were not simply operational assistants but protagonists of a journey of professional and personal growth.

Starting in 2026, the aim is to give this collaboration an even stronger and more continuous structure, **transforming the event into a true “widespread campus”** where future hospitality and catering professionals can acquire technical skills, develop awareness of the value of the supply chain, and cultivate a culture of responsible, high-quality wine appreciation. Investing in their training means investing in tomorrow’s consumers – capable of guiding the market through informed choices.

“The feedback from wineries, visitors, and partners confirms that *Fiera dei Vini*’s format works,” states **Giuseppe Cavalli**, President of Piacenza Expo. “Piacenza has established itself as a natural destination for those seeking high-quality Italian wine and direct dialogue with wine producers. Our commitment is to continue growing this project with professionalism and vision, together with the 280 producers who believed in the event.”

With a commitment to giving even more room to sustainability, education, and generational change, *Fiera dei Vini* looks to the next editions as an opportunity to strengthen Piacenza’s role as a **key destination for high-quality Italian wine**, where every glass becomes an opportunity to reflect on the future of the land and those who inhabit it.

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