

## **ENOFORUM WEB CONFERENCE: 5500 participants from 70 countries**

Establishing a dialogue between science and wine production worldwide was the ambitious objective of the virtual congress organised by Vinidea and concluded with outstanding results: over 5500 registered participants including oenologists, agronomists, producers, researchers and suppliers. An attendance that far exceeds that of any other conference in the sector in the world, achieved by Vinidea also as a result of its partnership with numerous prestigious international organisations.

The field of research was represented first and foremost by the OIV (International Organisation of Vine and Wine, often called the 'UN of Wine' because it brings together 48 grape and wine-producing or consuming countries), but also by prestigious associations of researchers from Italy, France, Spain, Australia and South Africa. With their valuable endorsement, it was possible to receive over 100 scientific contributions, most of which were presented during the three-day Enoforum Web Conference.

World wine production took part in the Vinidea initiative through the support, including funding, of producer and technical associations from Italy, France, Spain, Chile, Brazil, Australia, South Africa, the United States and Portugal. Their promotional contribution, together with the involvement of Vinidea's worldwide network of contacts, made it possible to reach a large number of wine professionals who were also able to attend the conference proceedings thanks to the simultaneous translation service from English - spoken by the speakers - to Italian, French and Spanish.

The 42 papers submitted to the conference, by as many researchers from 8 countries around the world, covered current topics in viticulture (resistant varieties, precision harvesting, green defence strategies, resilience to climate change, artificial intelligence, etc.) and oenology (antioxidant alternatives to sulphur dioxide, effects of different species of yeasts and bacteria, ultrasound, new process monitoring and sensory analysis techniques, etc.). Recordings of the presentations and related technical articles will be available in the coming months in the internet magazine InfoWine.com, published by Vinidea in 6 languages.

Enoforum Web Conference surpassed all current conference records in the sector, in terms of the number of speakers (62), duration (10 hours over three days), registered participants (over 5500 from 70 countries), number of languages spoken simultaneously (4), and partnerships (25 organisations from 8 wine-growing countries).

Pau Roca, Director General of the OIV, who delivered the welcome address at the start of the congress, said that "the OIV immediately joined the Vinidea initiative, which enables a large number of women and men in the wine industry to learn about the best of the world's grape and wine science. Above all, the web platform allows access to this information - which is crucial for producing quality and sustainable wine - also to young people and those living in smaller wine-growing countries, who have rare opportunities to come into contact with researchers," commenting on the high number of students (320) and congressmen from over 50 smaller countries (340) among those registered.

"We are very satisfied with the fantastic result of the initiative: the number of researchers who contributed and technicians who registered from all over the world far exceeded our expectations," says

Gianni Trioli, President of Vinidea and creator of Enoforum. "We like to think of it as the fruition of over twenty years of activity, during which we have created a vast network of international contacts and developed various tools for the dissemination of scientific knowledge to technicians in our sector." "The importance of the Enoforum Web Conference goes beyond the event itself because it is a very important moment for the dissemination of scientific knowledge on a global level: in fact, it serves to select speakers for the Enoforum 2021 congresses organised by Vinidea in Italy and California, and to feed the editorial programme of numerous technical journals in the sector in Europe. Researchers who speak at the Enoforum Web Conference gain absolutely unique worldwide visibility".

Vinidea is a service company based in Ponte dell'Olio, Italy, that is dedicated to the development of technological innovations and the dissemination of technical information to the wine sector worldwide. Founded in 1998 by the current President Dr. Gianni Trioli, it has over the years developed various channels of communication between research and production and between wine regions worldwide. It has organised over 500 seminars and courses, more than 100 congresses and 80 study trips to all wine-growing countries. It has been providing webinars to the wine sector since 2011 ([www.vinidea.it](http://www.vinidea.it)). Vinidea has participated in 12 European projects, mainly in the Horizon 2020 programme, and is involved in 11 regional EARDF projects (RDP operational groups). In 2000, it inaugurated the Enoforum congress formula, which celebrated 12 editions in Italy, 7 in Portugal and 2 in Spain, becoming the most important congress circuit in Europe ([www.enoforum.eu](http://www.enoforum.eu)). Since 2002, it publishes in 6 languages the Internet Magazine of Viticulture and Oenology Infowine, read by more than 250,000 users worldwide ([www.infowine.com](http://www.infowine.com)).



Photos and logo in high definition are available by writing to [enoforum@vinidea.it](mailto:enoforum@vinidea.it)