

Milan, January 2025

Object : ENOVITIS IN CAMPO 2025 - Wednesday 18<sup>th</sup> and Thursday 19<sup>th</sup> June 2025  
Machinery tests in the vineyard, exhibition and meeting  
Cantina Marramiero - Rosciano (PE) - Italy

Dear Company,

We are pleased to announce the date and venue of the next edition of Enovitis in campo, the demonstration fair organised by the Unione Italiana Vini dedicated to technologies for the vineyard.

In 2025, the 19<sup>th</sup> edition will take place in Rosciano in the province of Pescara, hosted by the Cantina Marramiero, on **Wednesday 18<sup>th</sup> and Thursday 19<sup>th</sup> June**.

### ENOVITIS IN CAMPO IN ABRUZZO

Right in the middle of the boot: Enovitis in campo celebrates the milestone of its nineteen editions by stopping for the first time in Abruzzo, an iconic region for wine in central Italy.

Historically renowned for the Montepulciano grape, Abruzzo is a winegrowing territory that is evolving, with the gradual transition from a flat roof pergola system to espaliers, the promotion of new types of wine and the introduction of new varieties.

Abruzzo is geographically a central area also because it is close to regions such as Marche, Tuscany, Lazio, Campania, Puglia and Molise, which in June 2025 will contribute to making Enovitis in Abruzzo the highlight of the Italian wine industry.

### VINEYARD MOST OF ALL, BUT NOT ONLY

Technologies, machinery, equipment and products for the cultivation of the vineyard will, as always, be the highlight of the event, accompanied by a solid programme of training events dedicated to the vine. Yet the particularity of the territory lends itself to developing and highlighting the other crop that characterises the regions of central Italy: the olive tree.

### THE MARRAMIERO COMPANY: IMPRESSED IN WINE

The Marramiero vineyards are to be found less than two hours from Rome, framed by the peaks of the "Sleeping Beauty" and the Maiella, a stone's throw from the Adriatic Sea and along the ancient sheep trail. A spectacular location that will serve as a backdrop for dynamic and demonstrative tests in among the vine rows. We are in Rosciano, in the province of Pescara, City of Wine and heart of the Terra dei Vestini, where rows of vines alternate with olive trees in a succession of gentle reliefs. Montepulciano, Trebbiano, Pecorino, Chardonnay, Pinot Noir, Cerasuolo are the varieties that produce still and sparkling wines, but also EXTRA VIRGIN OLIVE oil and specialties such as grappa and mulled wine. These products have a strong territorial footprint, from the single plant right through to the modern cellar.

### UNIQUE AND PRIVILEGED FORMAT

Enovitis is the most important and complete demonstration exhibition system in our country dedicated to the presentation of the entire vast sector of products, technologies, machinery and services for modern vineyard cultivation.

Over the course of its 25 years, Enovitis, the leading reference event for viticulture in Italy, has revolutionised the fair format. The event now offers wine producers the opportunity to experience and experiment first-hand the real effectiveness of the innovative technological proposals presented for the cultivation of the vineyard.

### THEMATIC AREAS AND INFORMATION MOMENTS

The "Robot and Automation" and "Enovitis BIO" areas have been confirmed once again, the latter in collaboration with FederBio Servizi. In the "Robot and Automation" area, machines, equipment, components and accessory products (e.g., software) capable of introducing automation into agricultural practices in the vineyard are admitted, such as sensors, GPS systems, automatic guidance, etc., as well as agricultural robots that integrate multiple processes capable of autonomously managing various crop operations. While at Enovitis Bio, a portion of the vineyard will be set up in a simulated but still demonstrative way, managed with technical means (agro-pharmaceuticals, fertilisers, etc.) and equipment suitable for use in organic farming. There is also space, as usual, for the programme of mini-conferences and technical-commercial presentations in areas specially set up and available, by reservation, to Exhibitors.

### HOW TO PARTICIPATE

Attached hereto and on the website [www.enovitisincampo.it](http://www.enovitisincampo.it) are the registration forms, as well as the technical/logistical information useful to better plan your attendance.

We remain at your disposal for any further information.

Kind Regards

The Secretariat

### General Secretariat

Unione Italiana Vini Servizi soc. coop.  
Via S. Vittore al Teatro, 3 - 20123 Milan (Italy)  
Tel. +39 02-72222825/26/28  
[www.enovitisincampo.it](http://www.enovitisincampo.it) - [espositori@enovitis.it](mailto:espositori@enovitis.it)

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## DEADLINES AND INFORMATION

### 14<sup>TH</sup> MARCH 2025

Deadline to submit to the General Secretariat the following signed forms:

- application form and copy of the payment of the entire registration fee;
- questionnaire for the catalogue;
- privacy information;
- technical information;
- advertising booking;
- integrated communication;
- logistic support form and rental facilities and furnishings

### 18<sup>TH</sup> APRIL 2025

Deadline to submit to the General Secretariat:

- logo for official catalogue;
- material for facebook.

### 29<sup>TH</sup> APRIL 2025

Deadline to submit to the General Secretariat the application form for *Innovation Challenge Enovitis in campo 2025*.

### 5<sup>TH</sup> MAY 2025

Deadline to submit to the General Secretariat the advertising material.

### MAY 2025 (*day to be defined*)

Technical meeting with exhibitors at Cantina Marramiero for the event presentation (*exhibition programme, logistical information, allocation, etc.*).

IN ADDITION TO THE PLOT OR THE SPACE THE PARTECIPATION FEE INCLUDES THE ENTRY OF THE EXHIBITOR:

- in the on-line exhibitor list on [www.enovitisincampo.it](http://www.enovitisincampo.it) with a direct link to his website;
- in the exhibitor Catalogue with an advertising space made of: company address, products and the logo. The catalogue will be handed out free to all visitors of the exhibition and will be lately used as promotional tool during the most important sector event (*exhibitions, meetings etc.*);
- on the Visitor's Guide that will be handed out free to all visitors of the exhibitor;
- on the Flyer that will be used to promote the event. During the technical meeting in May, each exhibitor will receive 300 flyers to promote his presence and to invite his customers to come to the exhibition;
- on the facebook / Instagram / LinkedIn page of the event, with his own post;
- **participation to Technology Innovation Award Enovitis in campo 2025 with one work.**

#### GENERAL SECRETARIAT:

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