

Press release

VITICULTURE, UIV OBSERVATORY UIV: AGRICULTURAL MACHINERY EXPORTS OVER ONE BILLION EUROS (+19%), ABOUT HALF FOR WINE SECTOR

CASTELLETTI (UIV): AT ENOVITIS IN CAMPO, THE LIVE EXHIBITION OF THE SECTOR'S "INNOVATION FACTOR"

(Rome, 6 June 2024) In 2023, foreign sales of Italian agricultural machinery exceeded the billion threshold, up 19% on 2022, with an active trade balance of over €730 million. According to ISTAT data processed by the Unione italiana vini's Wine Observatory on the occasion of the dynamic trade fair Enovitis in campo (Castel San Pietro Terme – BO region, 12-13 June), in 2023 the sector – where wine production accounts for about 50% – was driven by the European market which, thanks to the surge in orders from France (+93%), Germany (+33%), Spain (+46%) and Austria (+83%), boosted purchases of Italian technology by 44%, compared to a 17% drop in non-EU demand. The United States, on the other hand, recorded a contraction of 42%, before rising to a positive figure in the first two months of this year (+10% y/y). Conversely, the final balance in February of sales in the EU suffered due to the overperformance of the previous 12 months, with double-digit setbacks in all the main markets.

According to the survey on the wine supply chain in Italy carried out in 2023 by the Uiv-Vinitaly Observatory, the "Vineyard" segment in Italy generates about 2 billion euros in turnover per year with more than 10.250 employees in about 400 companies. "These are companies and professionals particularly interested in innovation – said the general secretary of the Unione italiana vini, Paolo Castelletti –, a sector oriented towards the continuous search for efficiency and sustainability that sees Enovitis in campo as an excellent opportunity for discussion, exchange and growth". Scheduled for the two days dedicated to wineries, winemakers, agronomists, technicians and wine producers, in addition to live exhibitions in the field, there will be numerous specific events on the most current challenges and solutions for viticulture.

The fair kicks off on Wednesday morning with the opening and award ceremony for the winners of the Enovitis in Campo Innovation Challenge 2024, which will be followed, in the afternoon, by a focus on "The challenges for the vineyard of the future" (at 14.00, by Vado & Torno Edizioni), "The soil at the centre: innovative and integrated approaches to vineyard management" (at 15.00, by Millevigne) and "The Italian path to high-density olive growing with native cultivars. Solutions to tackle climate change" (16.00, by OlioFicina). We then continue on Thursday with the events on "Precision irrigation in the vineyard" (10.00, Toro AG Irrigation), "Climate change and abiotic stresses: Resonant's scientific response for the future of quality viticulture" (10.30, SOP) and "The management of the organic vineyard" (11.00, by FederBio Servizi). The programme finishes with "ICL news for radical fertilisation in modern viticulture" (12.00, by ICL) and "The link between digital agriculture and productivity in the wine sector" (12.30, by xFarm Technologies), the "AgroNotizie® Award" (13.00) and the company presentation by BASF Italia (at 14.00).

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UNIONE ITALIANA VINI



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