

Press release

VITICULTURE, ENOVITIS IN CAMPO GETS UNDERWAY ON WEDNESDAY FEATURING 140 BRANDS AND 15 EVENTS

(Rome, 16 June 2025). More than 15 in-depth studies scheduled, about 140 brands on show and two days of innovations and best practices for viticulture. This is Enovitis in campo, the Unione Italiana Vini's dynamic exhibition, which on 18 and 19 June will be animating the vineyards of the Cantina Marramiero (Rosciano – PE) with live tests and demonstrations of the most advanced technologies and equipment for the vineyard.

"For 19 editions we have been working to bring this event to the territories where viticulture is at its best," said the Uiv General Secretary, Paolo Castelletti. It is a way to give a voice to companies and professionals who test and perfect these solutions in the field. In that sense, it is no coincidence that this 2025 edition marks its debut in Abruzzo, a region particularly suited to agriculture and viticulture, which will also be the subject of a prologue conference dedicated to the Abruzzo wine market and held by the Uiv on Tuesday 17 June in Francavilla al Mare with the support of the Consortium for the Protection of Abruzzo Wines. The intense programme of conferences and demonstrations in the field is what makes Enovitis in campo a key moment for dialogue and exchange for the entire sector of technologies applied to the vineyard".

The event gets underway on Wednesday 18 June with the inauguration (at 11 a.m.) followed by the award ceremony for the winners of the Enovitis in campo 2025 Innovation Challenge. From the afternoon and throughout the following day, the thematic focuses will resume both in the conference area and at the Cantina Marramiero, with in-depth studies covering all the thematic areas of the event, from water management to precision agriculture, from sustainability to plant protection. The farmers' associations Coldiretti and CIA will be present with areas and focuses dedicated to the "vineyard" theme, but there will also be training and information events - carried out in collaboration with Agrofarma and the Universities of Turin and Pisa. Participants in the conferences will be able to gain Professional Training Credits as part of the continuous training of Agricultural Experts. All interested professionals can register through the IT platform of the Single Register.

According to the survey on the wine supply chain in Italy carried out by the Uiv-Vinitaly Observatory in 2023, the "Vineyard" segment (plant protection products, fertilisers, vineyard planting and mechanisation) in Italy generates about 2 billion euros in turnover per year and employs more than 10,250 people in about 400 companies. In 2024, the exports of made-in-Italy agricultural machinery (in which the wine sector accounts for about half) reached almost 1.2 billion euros.

Link to download the full programme: <https://www.enovitisincampo.it/convegni/programma-convegni-2025> For information and the updated programme: <http://www.enovitisincampo.it/>

[Link to photos from past editions](#)