

Press release

ENOVITIS IN CAMPO, THE 19TH EDITION LAUNCHED TODAY IN ABRUZZO

INNOVATION, ENVIRONMENT AND SAFETY, THE FOCUSES FOR THE ITALIAN VINEYARD

(Rosciano – PE, 18 June 2025). "This edition of Enovitis in campo, hosted for the first time in Abruzzo at the Cantina Marramiero, confirms the central role of our region in Italian viticulture. It is a concrete opportunity to demonstrate how technology, sustainability and tradition can coexist and contribute to the future development of the sector. Events like this allow us to promote the agricultural identity of Abruzzo and its ability to face the challenges that await us with vision". These were the words of the Councillor for Agriculture of the Abruzzo Region, Emanuele Imprudente, today, when he cut the ribbon of the 19th edition of Enovitis in campo, Unione italiana vini (Uiv)'s itinerant fair dedicated to technologies for viticulture, taking place today and tomorrow in the vineyards of the Cantina Marramiero of Rosciano (PE).

"For almost twenty years now, Enovitis in campo has acted as the link between innovation, territory and viticulture – said the Uiv president, Lamberto Frescobaldi –. A moment for meetings, discussion and stimulation that is taking place for the first time in Abruzzo in synergy with the entire supply chain, from institutions to advocacy and representative associations, other important trade fairs and, of course, all the players and technicians involved in the vineyard machinery and technology sector. At a time of change and challenges, the know-how and driving force of this sector represent a fundamental and strategic asset for all Made in Italy wines. This year, in particular, we aim to highlight the impact of technical innovation on the safety of working in the vineyard, an issue of crucial importance and urgency".

With over 15 in-depth studies planned and around 140 brands engaged in live tests and demonstrations, Enovitis in campo represents the annual event with innovation and best practices for viticulture. The line-up of focuses and studies on all the thematic areas of the event, from water management to precision agriculture, from sustainability to plant protection, make up the programme that is entirely dedicated to wineries, oenologists, agronomists, technicians and winemakers interested in the most modern solutions for agronomic operations. 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 plant and mechanisation) in Italy generates approximately 2 billion euros in turnover per year and counts more than 10,250 employees, working in about 400 companies. In 2024, exports of made-in-Italy agricultural machinery (in which the wine sector accounts for about half) reached 1.2 billion euros.

The inauguration was also attended by the mayor of Rosciano, Simone Palozzo, the president of the Consortium for the Protection of Wines of Abruzzo, Alessandro Nicodemi, and Enrico Marramiero, at the helm of the winery by the same name that is hosting Enovitis in campo 2025.

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Organized by


UNIONE ITALIANA VINI



Link to full programme: <https://www.enovitisincampo.it/convegni/programma-convegni-2025>

[Link to photos from past editions](#)

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