

Press release

VITICULTURE, ENOVITIS IN CAMPO CLOSSES ITS 20TH EDITION WITH 6,500 VISITORS AND ANNOUNCES VENETO AS HOST REGION IN 2027

(Greve in Chianti – FI, 23 June 2026). The 20th edition of Enovitis in campo closed with 6,500 visitors. Last Wednesday and Thursday (17 and 18 June), the itinerant exhibition organised by Unione italiana vini (Uiv), turned the rows of the Nozzole estate (Tenute Folonari, Greve in Chianti - FI) into a stage for vineyard innovation. With over 160 brands represented, 250 machines and pieces of equipment engaged in live demonstrations and a programme of conferences and technical insights, the two-day event was attended by industry specialists, with winemakers, agronomists, oenologists and operators in the sector from all over Italy, but also from Brazil, Germany and France.

"This twentieth edition of Enovitis in campo confirms the extraordinary vivacity of a sector that continues to invest in technology and development" said Paolo Castelletti, Secretary General of Unione Italiana Vini. From plant protection to a strong acceleration in automation and from safety to increased field practice efficiency, the sector is proving highly responsive to new challenges. This is a journey involving manufacturers, wineries and research centres and this event has proven to be the ideal venue for discussion and experimentation. We are highly satisfied with the success of this Tuscan edition and look forward to meeting again in 2027 in Veneto, another symbolic region of Italian viticulture."

According to the survey on the wine supply chain in Italy carried out by the Uiv-Vinitaly Observatory, the "Vineyard" segment in Italy (plant protection products, fertilisers, vineyard plant systems and mechanisation) generates about 2 billion euros in turnover per year with a workforce of 10,250 employed in about 400 companies. Enovitis in campo is a showcase for the most interesting solutions from robotics to electrification, from correct soil and foliage management to materials for vineyard planting, irrigation, plant protection products and biostimulants in both conventional and "organic" regimes.

For information: <http://www.enovitisincampo.it/>

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