

Press release

VITICULTURE, ENOVITIS IN CAMPO: 6,000 TRADE VISITORS REGISTERED FOR THE 18TH EDITION OF THIS DYNAMIC SHOW

NEXT EDITION IN ABRUZZO IN 2025

(Castel San Pietro Terme – BO, 14 June 2024). Increasingly profiled exhibitors and visitors, over 100 tractors and more than 200 moving pieces of equipment, for a sector increasingly oriented towards automation and adaptive know-how to face climate challenges. This is the summary of the 2024 edition of Enovitis in campo, the dynamic show held by the Unione italiana vini (Uiv). Despite the unfavourable forecasts and the bad weather that also affected the closing phase (not hindering its success), the event closed yesterday with 6,000 visitors including wineries, oenologists, agronomists, technicians and winegrowers from all over Northern and Central Italy and abroad too.

"Enovitis in campo is confirmed as the reference event for precision viticulture – the Uiv general secretary, Paolo Castelletti commented –, a moment for observation, comparison and dialogue to focus on possible solutions to the most current challenges for the sector. In this 18th edition – Castelletti continued – we have recorded great interest as regards both autonomous driving and automation, in response to the growing shortage of specialised labour, and plant protection in a context of difficult weather conditions. In particular, much attention has been paid to solutions and findings capable of intervening in an effective and timely manner, including the use of biostimulation of natural origin. The 2025 edition will be, for the first time, in Abruzzo".

Since its debut in 1998 in the Lombardy region, Enovitis in Campo has been a dynamic fair travelling throughout Italy. In 18 editions, it has quadrupled the number of exhibitors and tripled the number of visitors, becoming the reference event for the viticulture technology sector.

Link to the complete 2024 press folder:

https://drive.google.com/drive/folders/1SV-95FbPjZxgbl4GWv3LD910PM8NBN8g?usp=drive_link

Link to 2024: Enovitis in campo photos:

https://drive.google.com/drive/folders/1mXBomc25IRHsx_xelzskdxOECsKZiMaB?usp=drive_link

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