



wica
by epawi

FOR SUPPLIERS OF THE WINE INDUSTRY

NORTH AMERICAN WINE INDUSTRY MARKET IMMERSION

**CALIFORNIA
NAPA, SONOMA, CENTRAL VALLEY**

**TAKE ADVANTAGE OF THIS OPPORTUNITY TO PROMOTE
YOUR INNOVATION & OBTAIN KEY ELEMENTS ABOUT
THE CALIFORNIAN WINE MARKET**

June 3rd to 7th, 2024



Meet important international wine industry stakeholders



Understand current production trends



Promote your technology to a targeted audience



Benefit from a collective European action



A FEW FACTS & FIGURES CALIFORNIA WINE MARKET

- **California produces an average of 81% of total U.S. wine production, with Central Valley accounting for 70% of the production, while Napa and Sonoma produce 4% and 5% respectively.**
- **615,000 acres (around 25000 hectares) with 4,613 wineries in California, followed by Washington State (2nd second largest wine producer in US)**
- **Current trends: adapting production to climate change, natural and organic winemaking, AI and data analytics for decision making in the vineyard and cellar.**

Sources: Wine Institute, USA National Agricultural Statistics Service

PRELIMINARY PROGRAM

This is the main outline of the week, the program details are to be confirmed and subject to change. There is a minimum number of participants needed to confirm the schedule.

SUNDAY JUNE 2nd

- Arrival of delegates to Sacramento, California

MONDAY JUNE 3rd

- Introduction to USA wine industries: production structure in the Californian regions and in the other states; present trends in winegrowing; nature and activity of technology suppliers.
- Visit to Robert Mondavi Institute for Wine and Food Science @ UC Davis; presentation of European innovations through V&E extension service

TUESDAY JUNE 4th

- Discovery Central Valley, where 70% of the Californian wine is produced.
- Visit large producers between Modesto and Fresno, meet pioneers in sustainable winegrowing, explore new regions

WEDNESDAY JUNE 5th

- Meet viticulturists and winemakers in 3 lighthouse wineries or structures in Sonoma Valley, discussions on the most urgent needs of regional production, presentation of your innovation

THURSDAY JUNE 6th

- Meet viticulturists and winemakers in 3 lighthouse wineries or structures in Napa Valley, discussions on the most urgent needs of regional production, presentation of your innovation. Examples of successful wine tourism and merchandising experiences

FRIDAY JUNE 7th

- Present your technologies in a meeting with selected audience of 20-30 industry actors, potential buyers and/or distributors. Exchange and provoke relationships during an informal tasting and meal.
- Farewell dinner & night in Santa Rosa, Sonoma or Napa (to be confirmed)

SATURDAY JUNE 8th

- END OF PROGRAM, Individual business meetings or touristic outings, return flight



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For questions, please contact your country representative:

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ABOUT THE PROJECT **EPAWI**

European Partnership for Auxiliary Wine industry Innovation

The EPAWI project brings together 4 clusters - Inno'vin, AgriFood & Bioeconomy agency FVG, INNOVI and ADVID, with technical support by Vinidea, representing a major part of the wine ecosystems in France, Italy, Spain and Portugal. The aim is to promote innovation on an international level, and to launch and establish the **Wine Innovation Cluster Alliance - WICA**.

Bringing together all initiatives that provide solutions and improvements in the wine value chain, WICA aims to face the challenges presented by grape and wine producers through cross-sectoral innovation, auxiliary companies' involvement, international development and Business Support Organisation collaboration.



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CONDITIONS & REGISTRATION

Thanks to the support of the European Union, WICA by EPAWI can propose the following prices for participation, based on the participation of a minimum number of companies, and on the condition that the company is an SME (1,2) and has participated in the EPAWI crowd-writing exercise (3). A down payment will be necessary at the time of official registration, upon receiving of the invoice, validating the company's official participation. In case of cancellation by the organizers, this down payment will be refunded. Extra funding to compensate for part of the mission and travel is provided to SMEs who have participated in the EPAWI crowd-writing contest.

Participation EPAWI Mission USA:

€4000 / 2000 (for SMEs) (+VAT when applicable)

The price represents the participation for ONE person from one company.

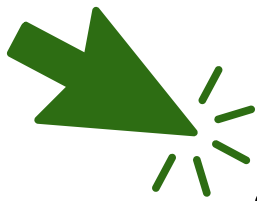
Included:

- The organisation of technical visits, industry actor meetings, and logistics.
- Lunches from Monday June 3rd to Friday June 7th
- Transportation within USA from Monday, June 3rd to Friday, June 7th

Not included:

- Transportation from Europe to the USA
- Dinners
- Personal expenses

1. SME definition: up to 249 employees and an annual turnover not exceeding € 50 million or a balance sheet total not exceeding € 43 million. 2. Extra funding to compensate for part of the mission and travel is provided to SMEs who have participated in the EPAWI crowd-writing contest. 3. You can access the crowd-writing exercise [here](#), and reach out to your country representative for any questions.



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