



## ENVISIONING2035: IS ITALIAN WINE STILL COMPETITIVE?

**Exports, margins, governance, and consumer transformation will be the focus of the summit organized by FreedL Group on June 4th in Milan**

*Castiglione delle Stiviere, May 14th, 2026* – How **competitive** is **Italian wine** today, beyond product quality, and what is needed to maintain its **relevance** in the coming years? These are the questions at the heart of the second edition of **Envisioning2035 – Wine [R]evolution**, the summit promoted by **FreedL Group**, scheduled for Thursday, **June 4th, 2026**, at the **Terrazza Belvedere** of Palazzo Regione Lombardia in Milan.

The second edition was created with a specific goal: **to shift the discussion from interpreting the crisis to defining strategic priorities for the future of the supply chain**. While Italian wine remains one of the most recognizable symbols of Made in Italy, production quality alone is no longer sufficient to guarantee international competitiveness. Today, companies' positioning also depends on organizational scale, economic and financial strength, commercial capacity, ability to interpret data, and clarity in their relationships with consumers. Companies, managers, analysts, and experts in the wine sector will analyze the **major transformations** in reshaping the industry: from pressure on margins to access to international markets, to the evolution of distribution channels, human capital, and new consumption patterns.

Panelists include **Edoardo Freddi**, CEO of FreedL Group; **Pierluigi Catello**, Executive Manager of the Food & Wine Industry and Head Hunter at Michael Page; **Luca Castagnetti**, Chartered Accountant at Studio Impresa; **Riccardo Cotarella**, President of Assoenologi; **Lavinia Furlani**, President of Wine Meridian; **Federico Giotto**, CEO of GiottoConsulting; **Stevie Kim**, Managing Partner of Vinitaly; **Francesco Magro**, CEO and Co-Founder of Winelivery; **Alessandro Mutinelli**, President and CEO of Italian Wine Brands; **Ettore Nicoletto**, Wine Industry Expert; and **Denis Pantini**, Head of Nomisma Wine Monitor.

Unlike a traditional conference, Envisioning2035 will adopt a format based on **guided dialogues**. **Fabio Piccoli**, editor-in-chief of Wine Meridian, will moderate discussions between **pairs of speakers** who will approach **the same topic from different perspectives**: business and market analysis, product and governance, exports and international retail, wine tourism and human capital, consumer data and communication. The goal is to **highlight the real tensions** that exist within the supply chain, moving beyond purely celebratory interpretations and prepackaged solutions to provide a more accurate picture of the sector's dynamics. The value of the meeting lies in the opportunity to compare entrepreneurial experiences, economic insights, and market visions, with an approach designed to appeal to both the specialized press and business media attentive to the evolution of Made in Italy supply chains.

*“Italian wine is entering a phase in which competition is no longer based solely on product quality, but*



*on the ability to understand and manage increasingly complex and fragmented markets. Today, what makes the difference are business models, company structure, and the speed with which they can adapt their offerings to changes in international consumption,” says **Edoardo Freddi**. “Envisioning2035 was created for this purpose: to compare different experiences and visions of what is truly changing in the supply chain, beyond consolidated narratives and with a concrete focus on the strategic choices that will determine the sector’s competitiveness in the coming years.”*

Envisioning2035 therefore presents itself as a **working platform for the future of the Italian wine system**. Not a celebratory moment, but an **observatory on the structural transformations** of the supply chain: from the winery to the market, from the product to the consumer, from the narrative of the territory to the ability to build more solid, comprehensible, and suitable business models for the next ten years.

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