

Deutscher Weinbauverband e.V. · Heussallee 26 · 53113 Bonn

Press Contact:
Ms Wiltrud Lubs
Fon +49 (0)228 94 93 25 11
Fax +49 (0)228 94 93 25 23
info@dwv-online.de
www.dwv-online.de

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63rd International DWV-Congress: preparations are in full swing

The Executive Board and Management Board of the Deutsche Weinbauverband e.V. (DWV) talked at their spring meeting in Wiesbaden in mid-April about the preparations for the 63rd International DWV-Congress and the INTERVITIS INTERFRUCTA HORTITECHNICA trade fair, which take place from 4-6 November at the Messe Stuttgart.

The DWV Executive Board stressed the importance of the viticulture conference together with the trade fair, not just for the profession but also for the German “viticulture family” as a whole, in which they included research and educational institutes, consultants and administrators in the viticulture sector as well as the suppliers, from the machine industry and service providers to trading companies. Ultimately, it’s about all the members of this family together being able to hold their own against global competition, explained DWV President Klaus Schneider, who went on to say that no other viticulture event in Germany has the same political significance. “This much is proven by the fact that the congress and the trade fair have been visited not only by German chancellors and agriculture ministers, but also by EU commissioners as well as ministers from individual states and abroad. And of course this time round we’re looking forward to the visit from the new minister Julia Klöckner!”, explains Schneider. The Executive Board fully endorses the topical programme for the congress, which begins with a day dedicated to the effects of climate change on viticulture and wine tourism, and on the second day turns its attention to the most important future topic faced by the sector with the “Viticulture 4.0 - Digitisation in the Process Chain” conference.

On top of this, the member associations have instructed the DWV Management Board to come up with recommendations for attractive tours for bus groups and individual visitors to the INTERVITIS trade fair. The business office will create a tailored visitor programme which includes events unique to the conference such as the topical special event “Drones and robotics” as well as the traditional, yet innovative machine demonstrations. Depending on the level of interest, visits can be flexibly designed around the exhibitors, the consultancy project on risk prevention (especially extreme weather events), the special exhibition held by the winner of the innovation award, the tasting zone with experimental wines or the selection of short presentations with a practical bent on the urgent questions relating to crop protection, fertilisation, digitisation etc. on the studio stage.

The members conveyed the wish of many INTERVITIS visitors and exhibitors to expand the trade show into a major sector get-together and to rework the former “liquid exhibition” in a modern form with contemporary elements.