



## Need a reminder of EPAWI and WICA's goals?

The **Wine Innovation Collaboration Alliance (WICA)** has its origin in the **EPAWI project - the European Partnership for Auxiliary Wine Industry Innovation**, developed by the partnership between **4 European clusters** (France, Portugal, Spain and Italy): INNOVIN, ADVID/CoLAB VINES&WINES, INNOVI and Agrifood FVG, with the technical support of Vinidea.

The project, with the objectives of supporting internationalisation of the auxiliary industry and encouraging cluster and BSO cooperation to provide solutions to the wine industry's needs, began in September of 2021 and will end in September of 2024. But... this date does not mean the end!

**EPAWI will leave a live and operating WICA**, whose goal is to create and manage a resilient wine value chain network and provide services for all stakeholders, encouraging international collaborative projects, including cross-sectorial, and promoting collective strategy of European tech solutions for the wine industry.



## What's next?

2023 is an extremely important year for the EPAWI project: defining and implementing the internationalisation strategy and outlining of what WICA will be, its post-project continuity and promoting European innovations to third country markets.

Therefore, some of the activities include:

- **Preliminary WICA Internationalisation strategy and implementation plan**, to be tested among stakeholders,
- **Definition of the WICA partnership**, which will consider the joint internationalisation strategy, the action plan and implementation roadmap, the conditions for membership and governance and the sustainability of the partnership beyond the project end,
- **Event organization and participation** to disseminate WICA and encourage its growth, promoting innovations.





## SAVE THE DATE

There will be an event in **Chile** and **Argentina** Early November 2023: Promote your technology and immerse yourself in **South America's** two largest markets!

**Contact us if you are interested and would like more information.**

**Stay tuned** for market presentations, virtual showcases, an innovation catalogue, expert webinars, and in 2024: trip to and event in the USA in the Spring and a promotional action for South Africa.

## What has been done until now

- A **survey** created to identify the most urgent needs and challenges of winemakers, regarding the future of the wine-growing ecosystem. This was the first big step of the EPAWI project, resulting in over 60 qualitative interviews with European wine growers and more than 700 answers of a 40 question-survey.
- The **crowdwriting contest** «The Wine Industry of Tomorrow» presented 9 different scenarios, with fictional characters but real stories, under 3 main themes: Viticulture, Enology, & Management and Marketing. Supplier companies in the wine sector, or cross sectoral industries, were called to respond to it with their innovative solutions. 36 companies participated by responding to one or more challenges, which resulted in a total of 57 stories. **All of the stories will soon be presented in an online Innovation Catalogue and have the possibility to be promoted in third-country markets.**

Meet the winners [here](#) and follow the participants on our [social media](#).

Moreover, the consortium has been promoting **webinars** with the objective of presenting the project (**WICA Launching Event** on the 8 of June of 2022) and to inform **Business Support Organisations**, clusters and associations interested in WICA, prospection events in third countries and adapting cross sectorial solutions to the wine sector (watch the replay in the link **Cross Sectorial BSO Informational Webinar** on the 7 of November 2023).

Additionally, since the beginning, EPAWI and WICA have been presented in **many events**: Enoforum Spain, Enoforum USA, European Cluster Conference Prague, VINITECH-SIFEL Bordeaux, SIMEI Milan and ENOMAQ Spain.

We look forward to continuing to support internationalisation and innovation of the wine value chain.

**Stay tuned!**



[info@wicabyepwai.com](mailto:info@wicabyepwai.com)

Facebook [@wicabyepawi](#)  
LinkedIn [@wica-by-epawi](#)  
Instagram [@wicabyepawi](#)  
Twitter [@ByWica](#)  
Youtube [WICA by EPAWI](#)

[www.wicabyepawi.com](http://www.wicabyepawi.com)



This project was funded by the European Union's COSME Programme

