



THE LANDMARK EVENT FOR TUSCAN WINES

Lucca, 5-6 February 2025

An event by



Regione Toscana



Camera di Commercio
Firenze
dal 1770 la casa delle imprese

Organized by



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On the **15th edition BWT** goes to the wonderful city of **Lucca**

One-to-one B2B
meetings to find
new business
opportunities

More than 200
organic and
conventional wine
producers from all
over Tuscany

Cool wine
experiences
in Tuscany
or Umbria



Tue, 4 February 2025

Arrival and private
transfer
to the hotel
in Lucca



Wed, 5 February 2025

B2B meetings
Welcome **dinner**



Thu, 6 February 2025

B2B meetings



Fri, 7 February 2025

Optional **Wine Tour**
in Tuscany
or

Fri/Sat, 7-8 Feb 2025

Optional **Umbria of**
Wine in **Perugia**
B2B and Wine Tour



Sat, 8 February 2025

Departure
depending on the
selected
program

**detailed program soon available*



Buyers' Package

Round trip **flight ticket**

Complete **catalogue of wineries**

Full hotel accommodation

Personal **meeting agenda**

Private transfers during the event

Optional activities: **Tours in Tuscany or Umbria of Wine**

Welcome dinner in **Lucca**

Apply now

A **participation fee** is required to attend BWT

1st buyer from short distance countries (Europe and Mediterranean Area)

Admission fee € 230,00 covers:

- International flight/train
- Overnight stay:
- 3-nights hotel stay in Lucca (in Feb. 4 out Feb. 7)
- additional overnight stay in case of Wine tour (out Feb. 8)
- additional overnight stay in case of Umbria of Wine (out Feb. 9)
- Participation in Wine Tours or Umbria of Wine, all costs covered
- Lunches during the event
- Welcome dinner in Lucca
- Local transfers (incl. from and to arrival Airport/Station) on the date of the Event:
 - arrival Feb. 4
 - departure Feb. 7 to 9 depending on your selected program
- Personal meeting agenda and on-line complete catalogue
- Full on-site assistance

1st buyer from long distance countries

Admission fee € 450,00 covers:

- International flight
- Overnight stay:
- 3-nights hotel stay in Lucca (in Feb. 4 out Feb. 7)
- additional overnight stay in case of Wine tour (out Feb. 8)
- additional overnight stay in case of Umbria of Wine (out Feb. 9)
- Participation in Wine Tours or Umbria of Wine, all costs covered
- Lunches during the event
- Welcome dinner in Lucca
- Local transfers (incl. from and to arrival Airport/Station) on the date of the Event:
 - arrival Feb. 4
 - departure Feb. 7 to 9 depending on your selected program
- Personal meeting agenda and on-line complete catalogue
- Full on-site assistance

Second participant from the same company (both from short and long distance countries)

Admission fee € 150,00 covers:

- Lunches during the B2b event
- Welcome dinner in Lucca
- Local transfers (incl. from and to arrival Airport/Station) on the date of the Event:
 - arrival Feb. 4
 - departure Feb. 7 to 9 depending on your selected program
- Participation in Wine Tours or Umbria of Wine, all cost covered
- Full on-site assistance
- For second participants, International flights and hotel accommodation are not included

Participation fee has to be paid by **credit card** at the moment of acceptance of the participation form and before issuing flight tickets.



BUY
WINE
TOSCANA

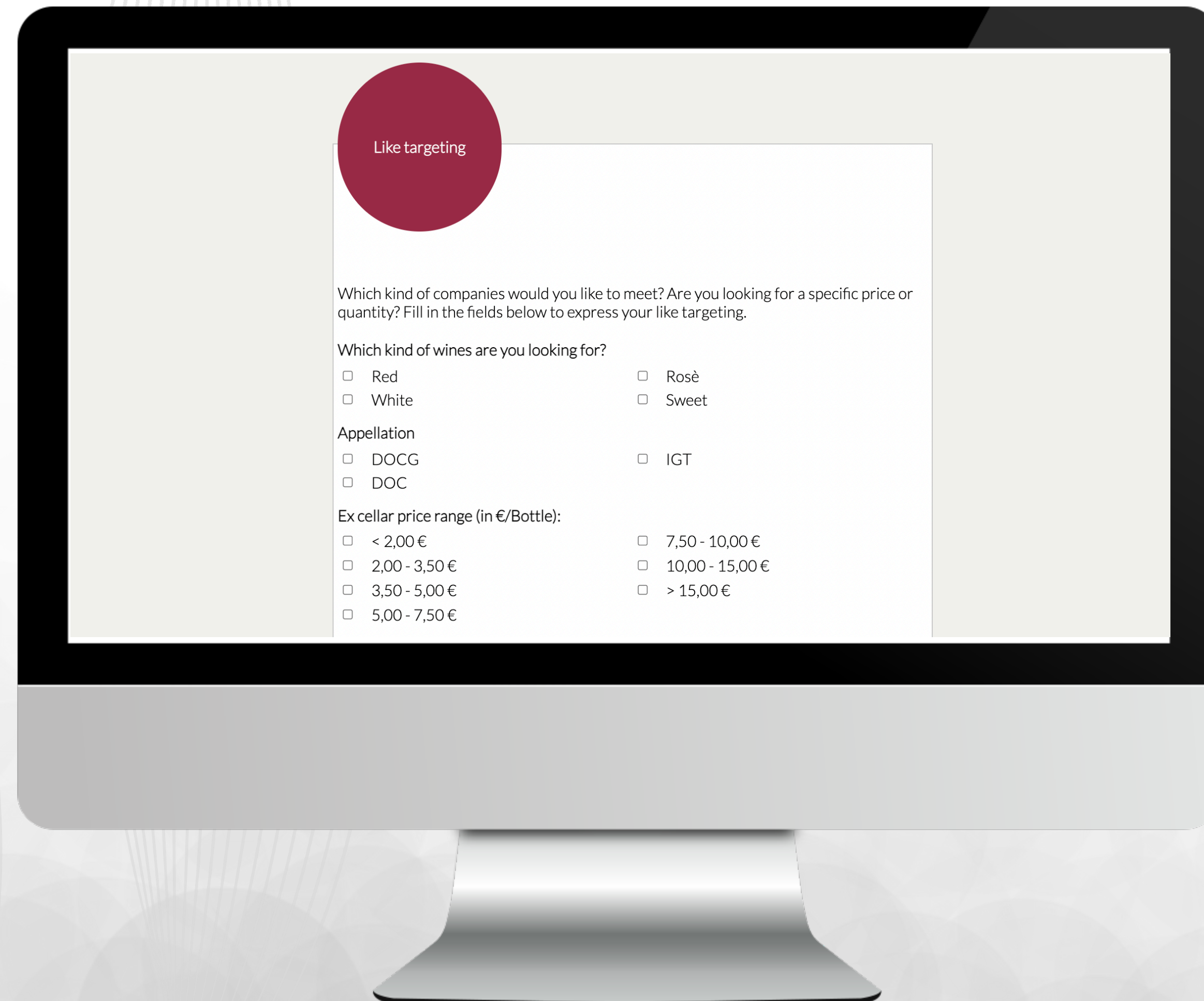
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Be part of it, apply now!

Step 1

Fill in the **application form** with your **company profile**



Like targeting

Which kind of companies would you like to meet? Are you looking for a specific price or quantity? Fill in the fields below to express your like targeting.

Which kind of wines are you looking for?

<input type="checkbox"/> Red	<input type="checkbox"/> Rosè
<input type="checkbox"/> White	<input type="checkbox"/> Sweet

Appellation

<input type="checkbox"/> DOCG	<input type="checkbox"/> IGT
<input type="checkbox"/> DOC	

Ex cellar price range (in €/Bottle):

<input type="checkbox"/> < 2,00 €	<input type="checkbox"/> 7,50 - 10,00 €
<input type="checkbox"/> 2,00 - 3,50 €	<input type="checkbox"/> 10,00 - 15,00 €
<input type="checkbox"/> 3,50 - 5,00 €	<input type="checkbox"/> > 15,00 €
<input type="checkbox"/> 5,00 - 7,50 €	

Confirmation

Company Data

Fill in the fields below indicating the main company data.

Company Name
The field is required

Company Address
The field is required

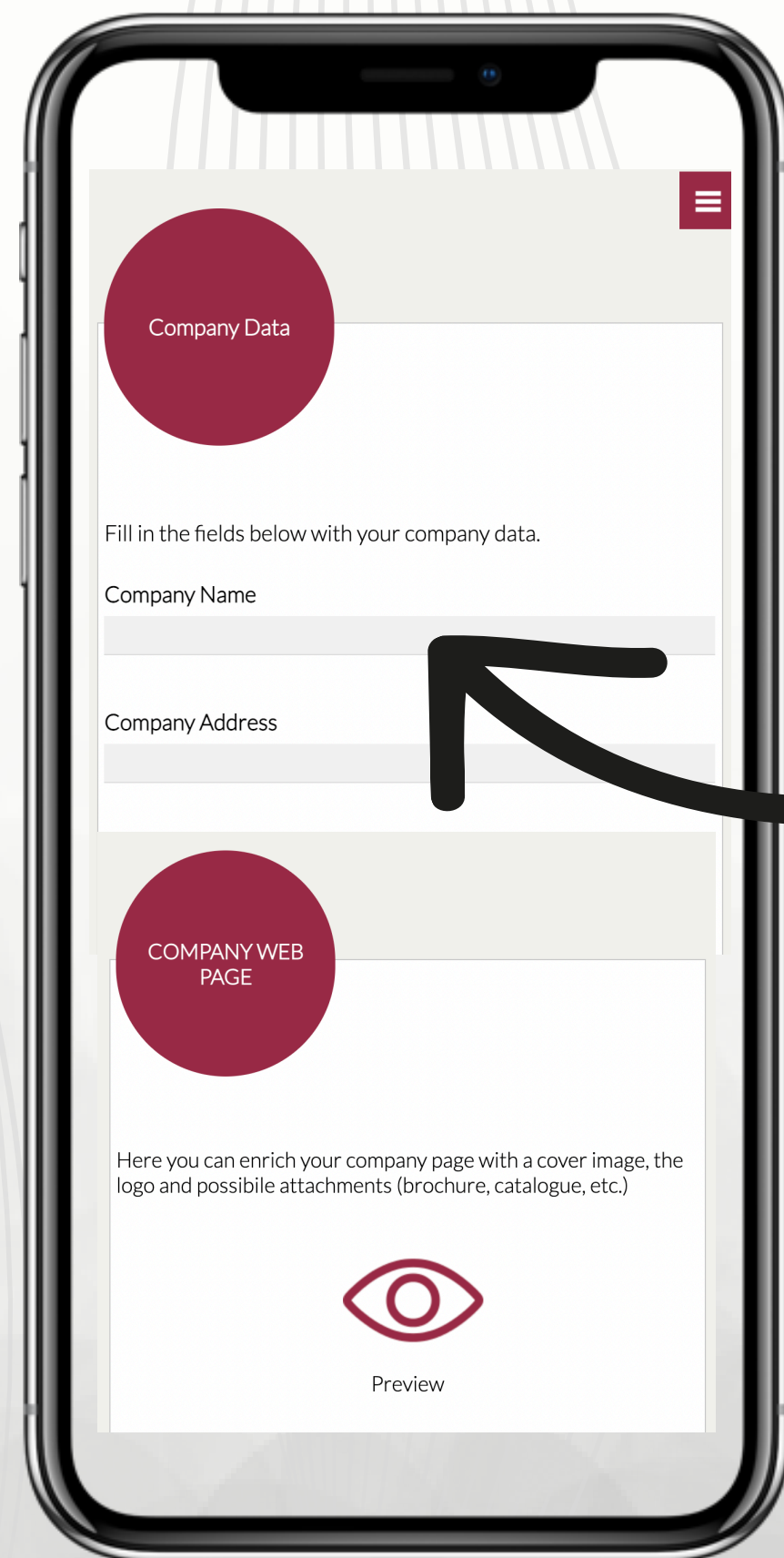
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Step 2

Wait for **BuyWine confirmation** and finalize the registration.

Official **travel agency** will define with you **travel** and **accommodation details**

Profiling Session

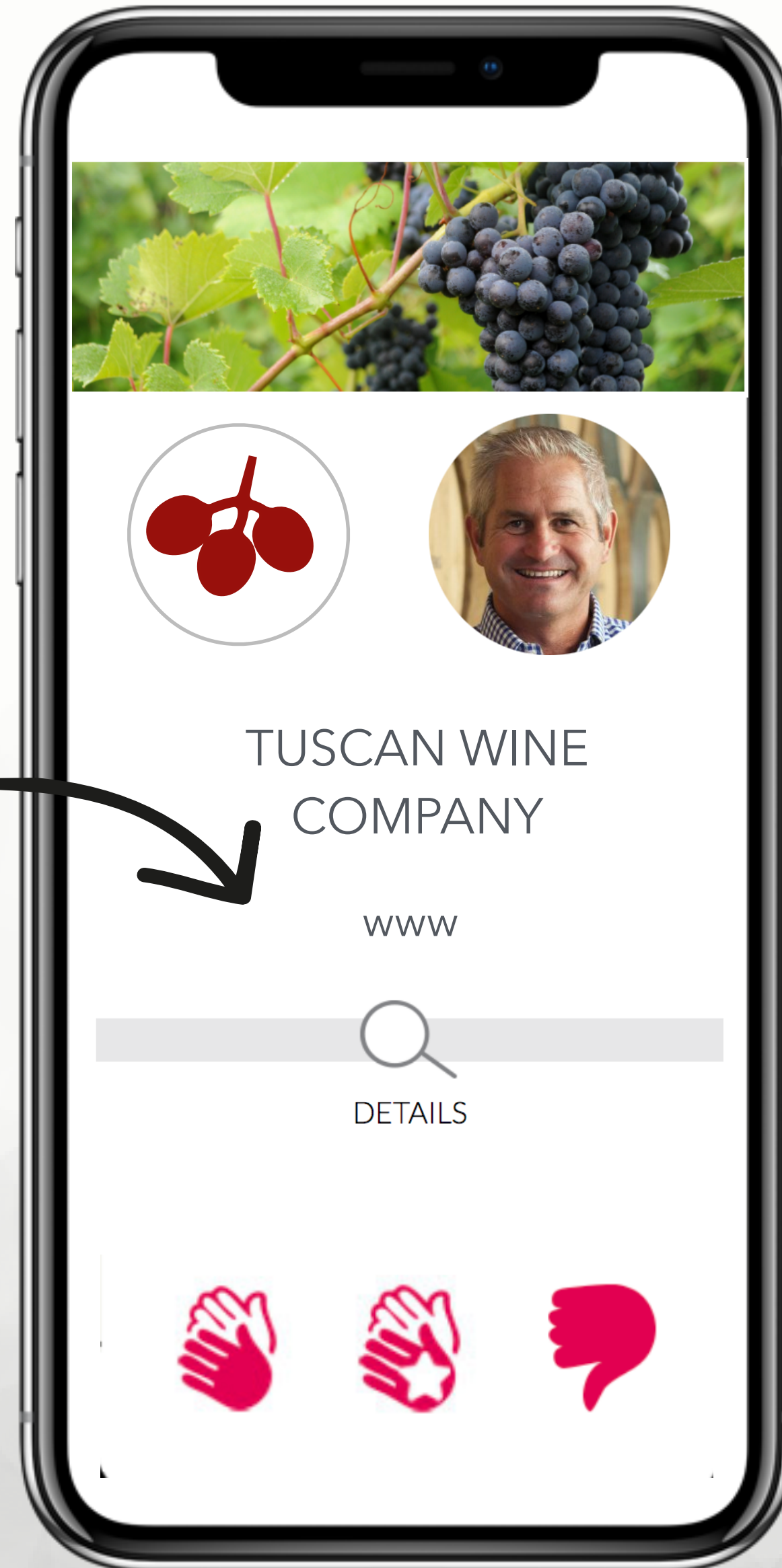


BUILD UP YOUR COMPANY
PROFILE, ADD PHOTOS

Update your profile with logo and pictures.

The profile will be visited by the winemakers during the **Like Session**.

CLICK OR TAP ON THE
WINERIES YOU
WISH TO MEET



Browse the catalogue by company, wine appellation or price range.

Express your preferences (**Likes**) on **Tuscan wine producers** you would like to meet.

At the same time, wine producers will express preferences on your profile.

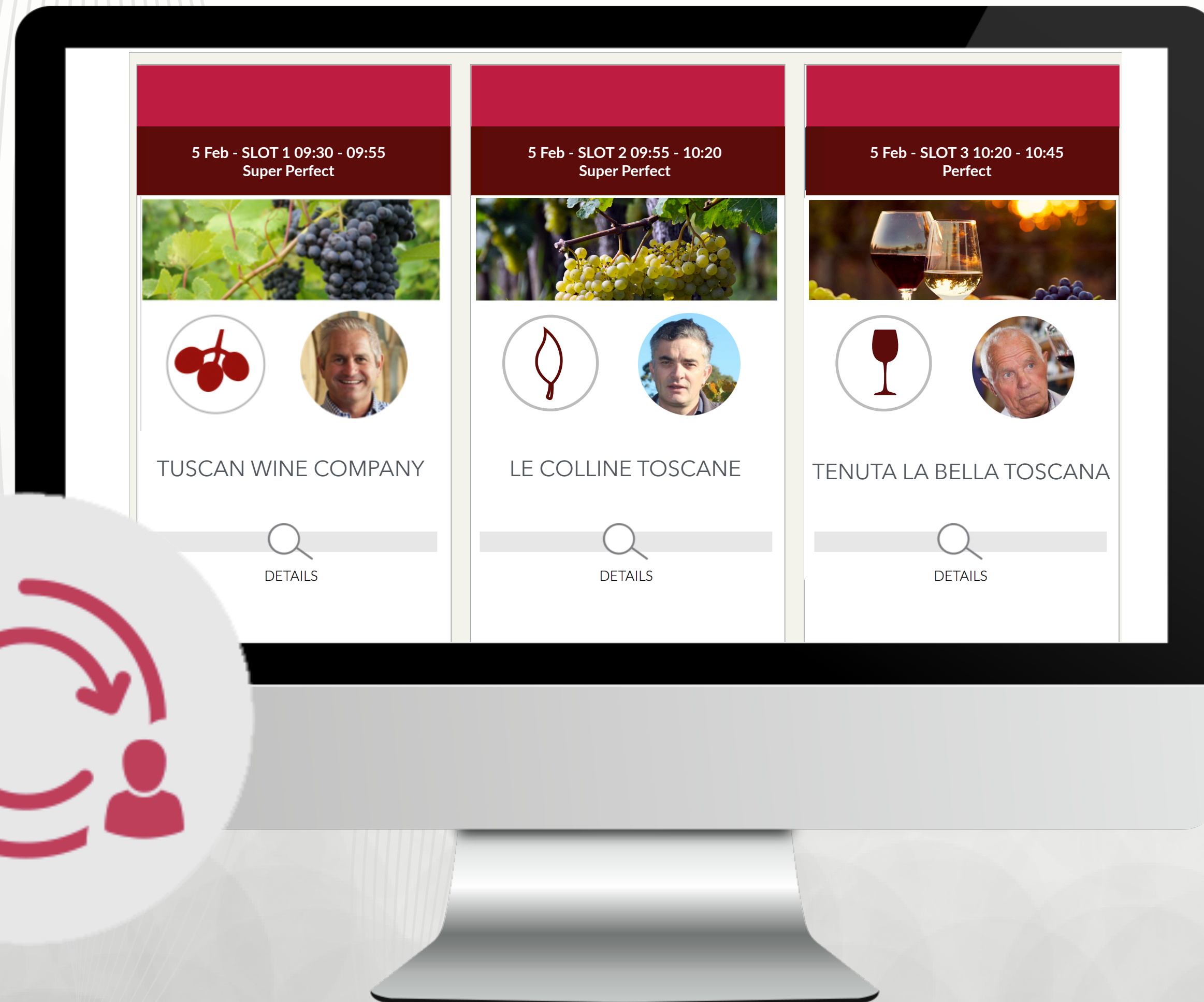


B2B Meetings

Participate in the 2 days of **B2B meetings** in **Lucca**, following your agenda

If you didn't have enough... add some **more meetings** in the pm **freetime!**

Matchmaking

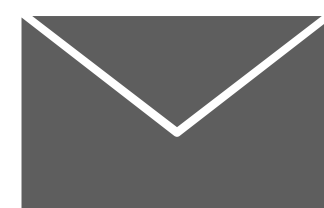


B2B Meetings will be **scheduled matching** the preferences expressed.

Personal agenda will be released about 10 days before the event.



Chiara Davide, Luca Piscitello



buyer@buy-wine.it



+39 (0) 55 2671 462/402

www

buy-wine.it



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