

REGISTRATION OPEN FOR THE 50th EDITION OF VINITALY, WINE2WINE AND VINITALY INTERNATIONAL

Exhibition areas available at special discount rates as for the last edition until August 31. Alongside Vinitaly, registration is also open for wine2wine, Veronafiere's b2b format dedicated to wine producers. The first stop-offs for Vinitaly International also defined for Shanghai, Hong Kong and Russia.

Verona 24 July 2015 - As of July, registration is officially open for **Vinitaly 2016**. In the wake of enormous success in 2015, with 150,000 visitors and incoming foreign buyers from more than 140 countries, next year's event will be a truly Special Edition: the International Exhibition of Wines and Spirit is celebrating its 50th anniversary (**10-13 April 2016** | www.vinitaly.com). This important goal also emphasizes the international recognition attained by the Show and Veronafiere-Vinitaly intends to confirm this status with innovations and targeted investments. Wine producers have until 31 August to book exhibition areas at last year's discount rates.

On registering for Vinitaly, each wine-growing company is also entitled to one free entrance to take part in the second edition of **wine2wine (2-3 December 2015 | www.wine2wine.net)**. It is already possible to register for the forum devoted to wine business organised by Veronafiere in its Congress Centre in Viale del Lavoro, Verona An occasion for meetings and comparisons for companies in the wine world - and the 2014 event attracted attendance by more than 1000 owners, marketing managers, export managers and other executives - while this year's event is ready to ensure a new outlook on issues of significant current interest for wine company business: from export market scenarios to economic-financial management and marketing and communication strategies.

Improve awareness and knowledge of Italian wine abroad by simplifying language and harmonising image on an international scale: this is the central theme linking the initial stages in the **Vinitaly International** tour: **Shanghai Wine Dine & Festival 18-20 September 2015**), **Hong Kong International Wine and Spirits Fair 5-7 November 2015**) and **Vinitaly Russia**, which this year will be held in the prestigious Swissôtel Krasnye Holmy next **16 November**. Companies in the wine and spirits sector interested in these initiatives can find information and registration details on the Vinitaly International website, which includes one free entrance to wine2wine for wine-makers confirming a booking for at least one of the scheduled stages in the programme (www.vinitalyinternational.com).

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