

9-12 April 2017 alongside Vinitaly and Sol&Agrifood

ENOLITECH: TWENTY EDITIONS DRIVING TECHNOLOGICAL INNOVATION IN THE WINE AND OLIVE OIL SECTOR

The International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies attracts growing numbers of exhibitors from around the world at the same time as expanding its trade fields: from increasingly customized information technology to innovative equipment and materials, from services to environmental-friendly technical systems.

Verona, 24 January 2017 – Boom in registrations for Enolitech 2017: +20% applications from Italian and international companies as of mid-January. The dedicated Hall will also be expanded by about 10% to almost 9,000 square meters of indoor exhibition space.

«This increase further consolidates a positive trend going back many years and means we can inaugurate the 20th edition of the International Exhibition of Wine and Olive Technologies on a positive note», said **Giovanni Mantovani**, CEO of Veronafiere.

Veronafiere has upgraded the infrastructure of Enolitech, moving it closer to Halls 8 and 10 of Vinitaly itself as a way of increasing visitor flows. The dedicated Giulietta & Romeo entrance gate for registered operators ensuring direct access to the event is also confirmed.

As the only specialist annual exhibition in the sector on the international scene, Enolitech since its inception in 1998 has always been an important landmark for producers and operators in the wine and olive oil sectors by highlighting work tools as well as new ideas and trends. A blend of innovation and design that has helped drive evolution in the Italian wine and olive oil sectors alongside production improvements helping Italy to become a leader for quality exports.

There were 38,000 visitors in 2016 (21% international) but Enolitech also attracted cellars exhibiting at Vinitaly and producers of olive oil and beer attending Sol&Agrifood, scheduled at the same time. This trio of events at Veronafiere creates a successful synergy that enhances all aspects of the sectors in question and all professionals involved in a single occasion.

While major exhibitors traditionally attending in Enolitech have confirmed their stands, this year sees important new names from Italy and abroad: USA, France and Eastern Europe. Increasingly diversified products and expanded services, ranging from insurance to management systems for all production stages through to logistics and transport. The range of resins and industrial floorings is also larger than ever, with leading companies from the food industry turning with growing interest to wine and olive oil producers.

Machinery equipment offerings are increasingly sophisticated and innovative, with growth every year for beer brewing systems in line with the expansion of craft beer producers at Sol&Agrifood. A clear demonstration of Enolitech's versatility and ability to meet any professional requirement in wine and olive oil fields also takes shape in the huge range of storage systems and accessories for wine tasting and consumption.

The international show also naturally focuses on bottles, labels and finished bottles and packaging for wine and oil in general. In this specific context, Veronafiere also organises the dedicated International Packaging Competition scheduled next 1 March (<http://www.vinitaly.com/it/area-espositori/concorsi-internazionali/international-packaging-competition/>), with the aim of rewarding the efforts of companies which invest in creativity to improve their image.

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