

PRESS FOLDER

PRESS CONFERENCE - VINITALY 2017 | Rome 16 March

Streaming - Press Conference - Vinitaly 2017: <http://www.vinitaly.com/it>

VINITALY: FIFTY EDITIONS +1. THE LEADING WINE EVENT IN THE WORLD IN TERMS OF EXHIBITION AREA AND INTERNATIONAL VISITOR NUMBERS WILL FOCUS ON INTERNATIONAL DEVELOPMENT IN CHINA AND THE USA AS WELL AS DIGITAL INNOVATION TO ENSURE A NEW APPROACH TO TRADE FAIRS

Between one edition and the next, in just six months Veronafiere has been converted into a joint stock company and launches a business plan envisaging investments of 94 million euros through to 2020.

Vinitaly - the leading wine fair in the world in terms of exhibition area and international operator numbers - posts its half-century plus one edition (51st show in Verona 9-12 April) and presents a business plan based on investment, even more internationality, business opportunities and digital innovation in a large and complex project that over the next three years will achieve far-reaching innovations in how "trade fairs" are held.

This timely, targeted project was made possible following Veronafiere's conversion into a joint-stock company last November. The related business plan involves 94 million euros of investments through to 2020 with the aim of improving overall infrastructures, digital transformation, incoming international operators and stronger roots in geo-economic areas such as the USA and China which are strategic for the wine&food sector where Veronafiere owns and organises top international shows.

The appointment with Vinitaly 2017 continues the path for growth and development outlined during the fiftieth anniversary show. The 2016 event was attended by 130,000 operators, with 49,000 international visitors including 28,000 specialist buyers from 140 countries following the scheduled realignment of attendance to focus increasingly on business in the exhibition centre and consumers in the historic centre of Verona. Consequently, Vinitaly 2017 is an even more international b2b platform with a closer eye on the global market.

As of the beginning of March, 2000 new buyers have already registered for the 2017 edition, especially from the USA (from about twenty states), China, Hong Kong, Australia, Canada, France, Denmark, Belgium, Germany, Japan, Switzerland, Norway, Sweden and Russia. There is also higher attendance even from Taiwan and Brazil and, despite the impending Brexit, the United Kingdom will add 100 new buyers to the list.

In addition, 5000 b2b meetings have already been defined in the agendas of international operators selected through joint incoming activities involving Veronafiere's network of delegates and the ICE-Italian Trade Agency thanks to Special Made in Italy Promotion Plan set in motion promoted by the Ministry of Economic Development and the Ministry of Agriculture. Once again this year, Vinitaly will be fulcrum for a system of promotion and continual training comprising the global Vinitaly International network and its Academy, the guide 5StarWines THE BOOK, e-commerce through the Vinitaly Wine Club, OperaWine, wine2wine and the Vinitaly and the City off-show event. This is an increasingly advanced community promoting Made in Italy in the wine sector, backed up and complemented by Sol&Agrifood, the extra virgin olive oil and quality food, and Enolitech, the exhibition of technologies for the wine and olive oil sectors.

This complex and articulated reality finds its perfect synthesis in Verona every year for over 4,120 exhibiting companies, joined by 291 at Sol&Agrifood and 200 at Enolitech. With business increasingly at the heart of activities over the four days of the show in 2017, the main efforts especially focus on two large markets - the United States and China - countries which in 2016 saw significant increases in attendance by buyers: +130% from China and +25% from the USA. In exhibition terms, the traditional theme area of the show are confirmed: Vinitaly Bio for the certified organic wine market, ViViT dedicated to craft wines and VinInternational bringing together the vast majority of international producers at Vinitaly. The prestigious programme of wine tastings returns with events by VIA-Vinitaly International Academy and Tasting Ex. .. Press. As of this year, the experimental digital innovation project and related services for business internationalisation is launched, in keeping with the outlines of Veronafiere's new business plan.

Such aspects make Vinitaly increasingly attractive for foreign companies, as confirmed by significantly improved attendance in the Vininternational hall. United States, France, Spain, Germany, Argentina, South Africa and Australia: there are only some of the countries of origin of international companies - which are joined this year with debuts by Japan, Andorra and Kosovo.

Lastly, the parallel development of the off-show event Vinitaly and the City also continues, which last year attracted 29,000 people; this event is designed to ensure a distinct separation between business in the exhibition centre for sector operators and other initiatives for wine lovers. The event embraces the historic

centre of Verona and, this year, even Bardolino on Lake Garda by adding an extra day to the programme: from Friday 7 to Tuesday 11 April.

Vininternational and international exhibitors. Attendance is extremely diversified, with wine cellars from the USA, Hungary, Poland, Russia and, and for the first time, Andorra, Kosovo and Japan, with six companies producing sake.

Spain consolidates its group attendance in collaboration with ICEX, while attendance is confirmed by producers from France, Azerbaijan, Georgia, Argentina, Portugal, Australia, South Africa and Croatia.

To ensure impact and appropriate space for international exhibitors, Vininternational has increased its area by 30% to 1,600 square metres gross and, this year, shares a new 3,600 square metre hall with Tuscany (Hall D). The tasting area will be home to numerous tastings organised by companies or national institutions, revealing wines and spirits from five continents. The list of international countries at Vinitaly 2017 also include wine cellars from Slovenia and its neighbouring Italian region Friuli Venezia Giulia in Hall 6, while producers of organic and craft wines from France, Argentina, Spain and Slovenia respectively line up in the special Vinitalybio and Vivit shows in Hall 8. Exhibitors also include importers and distributors from various countries, including the USA, Russia and China.

International buyers. More than 49,000 international visitors in 2016 travelled from 140 countries, including 28,000 registered buyers. The top ten countries of origin saw the United States lead the field (up by 25% over 2015 with a total attendance of 6,250), Germany (+11%), the United Kingdom (+18%), France (+29%), Canada (+30%), China (+130%), Japan (+21%), Northern Europe (+8%), Netherlands (+24%) and Russia (+18%).

In addition, the trend towards further expansion of trade operators from these countries is stimulated by Veronafiere's free badge issuing service for international operators invited by companies.

Activated in 2016, the service proved to be immediately popular. Simplified management for exhibitors and real-time monitoring by Vinitaly ensure that top quality operators are selected as well as advance awareness of attendance trends at the show.

As of early March this year, the number of new buyers who never before visited Vinitaly receiving free badges has topped 2,000. Countries of origin are mainly: USA, China and Hong Kong, Australia, Canada, France, Denmark, Belgium, Germany, Japan, Switzerland, Norway, Sweden and Russia; there is a major turnout from Taiwan, as well as Brazil, Hungary, Albania and, despite Brexit, more than one hundred new buyers will attend from the United Kingdom.

Incoming activities and b2b meetings. About 5,000 contacts have already been arranged for the 51st wine and spirits show involving specialist international operators selected through incoming operations for Vinitaly.

More than 2,000 b2b meetings have been organised by Vinitaly between exhibitors and incoming buyers implemented directly by Veronafiere; 550 will take place within the scope of Taste&Buy.

In addition, 3,000 other contacts have been made with tastings by Tutelage Consortia in the new ICE Lounge attended by delegations selected by ICE-Italian Trade Agency in collaboration with Veronafiere thanks to funds made available through the Special Made in Italy Promotion Plan set up by the Ministry for Economic Development and the Ministry of Agriculture.

Vinitaly offers exhibitors many opportunities to make themselves known to foreign buyers outside their own stands. These include the Wine Bar in the International Buyers' Lounge with free tasting of labels selected specifically for international markets by exhibiting companies. The certified organic wines on show in Hall 8 in the Vinitalybio Wine Bar include all these wines in attendance at the exhibition.

Great tastings include the Executive Wine Seminar organised by VIA-Vinitaly International Academy. These marvellous tasting events make every edition of Vinitaly a unique and unrepeatable vintage. And 2017 will certainly be remembered for the vertical tasting titled "Going back in time with Sassicaia: less is more: the forgotten vintages" - a chance to discover the unique and magnificent expression of this iconic wine in the world of oenology through vintages often wrongly thought to be difficult: 1992, 1994, 2002, 2005, 2007, 2008, 2010 and 2014. This tasting-event is by invitation only and will be guided by Priscilla Incisa della Rocchetta, Carlo Paoli and Ian D'Agata. Other original and prestigious events organised by the Vinitaly International Academy include the great new "British" frontier for sparkling wine with a tasting of eight great classical method wines from England guided by Steven Spurrier and Ian D'Agata.

Eight labels will also be involved in "Barolo & Barbaresco: a study in history and terroir" with the presentation of the new book by Ian D'Agata, Lingzi He and Michele Longo.

Eight vintages will be featured in vertical tasting titled "A journey lasting 21 years in the company of Austrian Heiligenstein and Weingut Brundlmayer Riesling" that will reveal the legendary Austrian white wine by one of the most prestigious Austrian cellars guided by Andreas Wickhoff MW and Ian D'Agata.

The preview of the 2016 vintage of Kerner, Sylvaner and Pinot Blanc is the leitmotif of "Eisackthalwein - from the mountains to the glass: the great white wines of the Isarco Valley", while ten young producers present their interpretations of one of the finest Italian red wines in the tasting "A new generation of Aglianico del Vulture comes to the fore".

Finally, China will highlight the best wines from Ningxia, the so-called Chinese Bordeaux.

Tasting Ex... press. Tasting Ex ... press - created by Vinitaly in collaboration with leading international wine magazines - returns with its tour of the wine world ensuring the discovery of territories and wines produced in Austria and Hungary - as well as Pisco, the national distilled spirit of Peru; this event also celebrates the Women of Brunello and Champagne, initially alone and then together with prestigious Franciacorta and Trentodoc sparkling wines; as well as revealing the treasures of Slovenia and Black Sea and highlighting the hidden gems of Australia. The calendar also includes a tasting guided by the IWSC Communicator of the Year 2017, while Seminario Veronelli presents the Great Vineyards of Italy through some of the best wines reviewed in the Guida Oro I Vini di Veronelli and the nine wines taking awards in the Gambero Rosso guide.

Not-to-be-missed tasting events. The major tasting "When 'Grandes Cuvées' Champagne meet the 'Gran Selezione' di Chianti Classico" organised by Vinitaly and guided by Raoul Salama celebrates excellence in these two production areas united by inter-professional agreements and, since 1956, the twin-cities of Rheims and Florence. Collaboration with the Women of Wine Association takes shape in the tasting "Rare native wines by the Women of Wine" involving native grape varieties with less than 50 hectares of vineyards. Gambero Rosso organises a great walk-around to present wines winners its 'Tre bicchieri 2017'.

Collaboration with Vinitaly sees a new tasting with Doctor Wine by Cernilli and the organisation of the fourth edition of Young to Young dedicated to young bloggers conceived by Paolo Massobrio and Marco Gatti, joined by Yesterday, Today and Tomorrow with six great labels explained by producers and AIS sommeliers.

Vinitaly closes with a magnificent tasting organised in collaboration with the Wine Research Team under oenologist Riccardo Cotarella, where his most famous producers will outline their wines.

The Vininternational tasting area will be home to numerous tastings organised by exhibitors with Chenin Blanc, wines from Tennessee, Russia, Spain, France, Portugal, South Africa, Hungary and Kosovo and even sake from Japan.

(A full list of wine tasting and how to take part is available at: www.vinitaly.com/it/eventi/calendario/ (filter on Tastings).

The Italy of Vinitaly. Vinitaly will also be home to many tastings, b2b meetings and events organised directly by the Regions and tutelage consortia. The complete programme of events is available on the site at the page www.vinitaly.com/it/eventi2017/calendario/ (filter on Italy Vinitaly).

Sol&Agrifood and Enolitech. Sol&Agrifood and Enolitech are held alongside Vinitaly. Together, these three trade shows provide operators, especially those travelling from other countries, a complete overview of the wine and quality food sectors in Italy based on culture, products and unique technologies.

The International Quality Agro-Food Exhibition (www.solagrifood.com) this year presents a new section dedicated to the biodiversity of local area produce following similar areas focusing on delicatessen meats, cheese, olive oil and craft beers. This will ensure a business approach to a special and unique feature of Italian agro-foods as they continue to gain popularity on international markets.

The offering in wine and olive oil sectors is complemented by Enolitech - the International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies that celebrates its 20th edition this year. Enolitech showcases the know-how that helps Italy maintain a position of leadership in the production and export of all the tools and accessories needed for conservation and service.

(More information about Sol&Agrifood and Enolitech is available on the following pages).

Great cuisine... between business and wine&food culture. Vinitaly is made all the more unique in the international scene by its strong bonds with high quality food and catering.

Every day, Ristorante d'Autore (1st floor, Palaexpo) - under the guidance of journalists Paolo Massobrio and Marco Gatti - welcomes an appointment with recipes by four great chefs and wines proposed this year by the Wine Tourism Movement and the Franciacorta Consortium. The kitchens will host chefs Roberto Conti – Trussardi alla Scala Restaurant, Milan; Daniele D'alberto – BR1 Cultural Space, Montesilvano Colle (PE); Marco Volpin – Le Tentazioni, Villatora di Saonara (PD); Matteo Grandi - De Gusto, San Bonifacio (VR).

The Self Service d'Autore (1st floor, Signori Gallery between Halls 11 and 12) is managed by the JRE Association (Jeunes Restaurateurs d'Europe) with chefs Luigi Pomata - Luigi Pomata Restaurant, Cagliari; Renato Rizzardi – La Locanda di Piero Restaurant, Montecchio Precalcino; Giulio Coppola – La Galleria Restaurant, Gragnano (NA); Cristian & Maria Santandrea - La Tenda Rossa Restaurant – Cerbaia, Val di Pesa (FI); Deborah Corsi – La Perla del

Mare Restaurant, San Vincenzo (LI); Iside Maria De Cesari & Romano Gordini – La Parolina Restaurant, Trevinano Acquapendente (VT); Paolo Masieri – Paolo & Barbara Restaurant, Sanremo (IM); Enrico Gerli – I Castagni Restaurant, Vigevano (PV). The Wine Tourism Movement and the Franciacorta Consortium are the wine partners for this event. The menus and preparations for Ristorante d'Autore and Self-Service d'Autore are available on <http://www.vinality.com/it/eventi2017/calendario/>

The Italian Federation of Chefs will manage the Goloso Restaurant adjacent to Hall C-Sol&Agrifood that this year becomes a dining area open 10.00-16.00 complete with a takeaway service. The wine list is organised by the Wine Tourism Movement.

Speedy Goloso is located near Sol&Agrifood with finger foods and snacks.

The NaturalmenteBIO Restaurant, adjacent to Hall 8 (hosting Vinalitybio and Vivit) offers dishes made with certified Italian organic produces, while Gourmet Bistro in Hall F / Enolitech offers quick but high quality lunches based on typical Tuscan produce.

The gastronomic offering is completed by proposals by exhibitors in the "Citadels of Gastronomy", in area H with the Prosecco DOC Restaurant, the Cantine Giacomo Montresor Restaurant, Trattoria degli Amici promoted by the Sant'Egidio Community, the Franziska Splendori Restaurant, the Piedmont Restaurant with star chefs and the Abruzzo Restaurant.

Traffic. In its efforts to ensure sustainable mobility in terms of efficiency and respect for the environment, Veronafiere has strengthened transfer services between the Park and Ride areas located outside the perimeter of the city and at the Bentegodi Stadium, as well as from Verona Porta Nuova Railway Station, the city centre and Verona-Villafranca Valerio Catullo Airport.

Just in time for Vinality, the State Railways has completed redevelopment work inside the station whereby there is now a route from Platform 12 to the exit on Viale Piave.

There will be additional roads signs for the occasion inside and outside the railway station to guide travellers more easily to the shuttle bus services and the footpath from Platform 12 inside the station to Viale Piave. Here, visitors have two choices: take the shuttle bus with a dedicated stop or continue walking on the pedestrian route along Viale Piave, crossing Stradone Santa Lucia thanks to the re-opened underpass - taking just 5 minutes to reach the exhibition centre following a route highlighted by special stickers with the Vinality logo on the pavements.

Visitors entering the Exhibition Centre will be managed more smoothly since invitation tickets this year also indicate the gate nearest to the stand of the company sending the invitation.

All real time updates and traffic information are available on the Vinality website at the page dedicated to visitors (<http://www.vinality.com/it/informazioni-per-i-visitatori/>), in press releases and Veronafiere social media.

box:

FROM ALL OVER THE WORLD FOR BUSINESS AT THE SHOW

As an increasingly specialised b2b trade fair, every year Vinality expands the internationality of operators through targeted selection action and incoming activities involving leading traders from the most interesting countries for exports of Italian wine.

Once again this year, Veronafiere has directly carried out intense activities with a special emphasis on the countries most in demand among exhibiting companies: Germany, Great Britain, USA, Canada, Switzerland, Russia, Austria, Denmark, France, Belgium, China, Japan, Taiwan, Spain, Croatia, Slovenia, Bosnia, Kosovo, Montenegro, Slovakia, Greece, Hungary, Turkey, South Africa, Mozambique, South Africa, Singapore, Malaysia, Thailand, Philippines, Uzbekistan, Kazakhstan, Israel, India and Iran.

Selection involves assessments with Veronafiere delegates in various countries of the characteristics of buyers based on requests by exhibitors or the interest expressed by operators for particular types of wine or territories of origin.

Specific incoming activity is also developed within the scope of the Federbio project, created in collaboration with Veronafiere, through the selection of operators from Germany and Belgium, the lead markets for Italian organic wine.

Continuing the activities planned as part of the special plan for the promotion of Made in Italy launched by the Ministry for Economic Development and the Ministry of Agriculture - which identified Vinality as a platform for the internationalisation of Italian companies - once again this year ICE-Italian Trade Agency has worked with Veronafiere to promote incoming operators from: USA, China, Hong Kong, Russia, Canada, Austria, UK, Mexico,

Korea, Japan, South Africa, Colombia, Vietnam, Kazakhstan, Serbia, Turkey, Belgium, Australia, France, Germany, Switzerland, Sweden, Czech Republic, Norway, Netherlands, Poland and former Soviet Republics.

box:

VINITALY AND THE CITY FOR WINE LOVERS

DOUBLES UP IN THE CITY CENTRE AND THE PROVINCE

VeronaFiere confirms its determination to keep b2c events distinct from b2b occasions held in the main exhibition by organising the off-show Vinitaly and the City event for wine lovers in the historic centre of Verona (Piazza dei Signori, Loggia di Fra' Giocondo, Loggia Antica, Torre dei Lamberti, Cortile del Mercato Vecchio, Arsenale) amidst art, history and culture.

In 2016, 29,000 wine enthusiasts took part in many cultural initiatives and convivial tasting appointments during Vinitaly and the City.

The event has been extended this year from four to five days and is now scheduled 7-11 April: Saturday and Sunday 11-24, Friday, Monday and Tuesday 17-24 (the programme is constantly updated on www.vinitalyandthecity.com).

Meetings, performances of music, master classes and especially a great many wine tastings accompanied by professional sommeliers and food tastings in specially set-up areas (tickets cost €15 for 3 wine and 2 food tastings or €13 for advance online sales). The Loggia di Fra' Giocondo in Piazza dei Signori is home to the Vinitaly Wine Club with tastings of the best Italian wines. The Arsenale is home to "Biologic", the off-show section dedicated to organic and biodynamic wines. This event also welcomes original food trucks serving gourmet-style street food.

Another innovation this year is the agreement with the Bardolino Top Foundation to take Vinitaly and the City as far as Bardolino, the delightful tourist attraction on Lake Garda about thirty kilometres from Verona.

For more information, programme and news about the event: www.vinitalyandthecity.com

Ticket Purchases also on <http://www.vivaticket.it/ita/tour/vinitaly-the-city-2017/1702>

Box:

VINITALY 2016 FACTS & FIGURES

The 50th anniversary edition (data certified by FKM) attracted 4,120 exhibitors from 27 countries (23 in 2015) and more than 131,000 trade operators, with 49,000 international from 140 countries, (38% of total) for an increase of one percentage point over the previous year. There were also 2,110 Journalists from all over the world. The net exhibition area in 2016 came to 90,000 square meters (183,100 square metres gross).

CUSTOMER SATISFACTION 2016

Customer satisfaction analysis carried out every year by an independent agency suggests that exhibitors and operators identify the strength of Vinitaly in terms of the number of business contacts that can be achieved as an assurance of effective business results.

In the survey commissioned by Vinitaly, professional visitors declared overall satisfaction of attendance at Vinitaly of 7.2 on a scale of 9, up over 2015. As regards international buyers (accounting for 57% of total international attendance), the main reason for visiting the show was "to make purchase orders/find new suppliers" (37% of respondents), with average satisfaction for attaining these goals of 7.2 in line with the overall performance result.

Thanks to the achievement of its objectives, 91% of foreign visitors consider Vinitaly to be a trade fair ensuring a medium-to-excellent cost-benefit ratio. Consequently, more than 8 out of 10 stated their intention to return in 2017 from "certainly" to "most likely".

SERVICE PLATFORM FOR QUALITY WINE AND FOOD

The importance of Vinitaly as an across-the-board platform of services for companies and institutions has been built over time, thanks to the ability to become:

- a business-oriented event in Verona in synergy with Enolitech (www.enolitech.it) and Sol&Agrifood (www.solagrifood.com) in order to provide specialist operators arriving from all over the world a complete overview of Italian wine-making, wine cellar and territories, as well as innovative technologies and unique food traditions;
- events abroad (all year round) promoting Made in Italy with Vinitaly International (www.vinitalyinternational.com) through promotional, marketing and training activities directly on the most interesting wine markets on behalf of individual companies as well as an operations arm implementing projects

- funded by EU and national institutions backed up by intensive communication and web marketing on the leading social networks;
- an international educational project with VIA-Vinitaly International Academy (<http://www.vinitalyinternational.com/it/vinitaly-international-academy>) to create a network of qualified ambassadors of Italian wine who support divulgation and knowledge of Italian wine production;
 - an event presenting the most influential international journalists and foreign buyers with OperaWine (www.operawine.it) covering the 100 best Italian producers chosen in collaboration with Wine Spectator magazine;
 - the business forum for the wine world with wine2wine (www.wine2wine.net) providing information, training and networking in the Italian wine sector;
 - an online sales channel in Italy and certain target countries with Vinitaly Wine Club (www.vinitalyclub.com);
 - a forum for training and the creation of a network of contacts and relationships in the quality extra virgin olive oil supply chain through EVOO Days (www.solagrifood.com);
 - the International Sol d'Oro Northern and Southern Hemisphere Competitions to promote the best extra virgin olive oils in the world as well as production quality.

5 STAR WINES BECOMES 5 STAR WINES 2017 THE BOOK

First held during the 50th Vinitaly to provide, after 22 years, a more modern approach for the International Wine Competition, 5 Star Wines continues its evolution by overcoming the concept of prizes to become 5 Star Wines The Book 2017.

This is a full-scale promotion and sales tool ensuring a unique approach to communication. It is the first time that an international trade fair has created a guide for wines from all over the world, assessed by a specific panel and including only wines with a score of more than 90/hundredths.

The Wine without Walls section is dedicated to wines made without sulphites or those with sulphites not exceeding 40 mg/l.

The tasting juries are highly qualified and include many Masters of Wine, Master Sommeliers and sector journalists chosen for their knowledge of wine-growing areas. Their names and biographies are available on the site www.vinitaly.com/it/area-espositori/5starwines-the-book-2017/, which also has a description of the initiative.

The guide will be published a few months after Vinitaly itself, in paper and digital formats, with impressive companies profiles. Capillary distribution and promotion will be ensured during Vinitaly and Vinitaly International events, as well as through social media.

VIA 2017 CERTIFICATION

3-7 April 2017: the third edition of the VIA-Vinitaly International Academy certification course this year will be held in the new Vinitaly International wine2digital tasting halls on the first floor of the Palaexpo, Veronaferie.

59 candidates were selected this year from around the world, especially from the USA, China and Canada. Top names keen to extend their knowledge of Italian wine include Levi Dalton, Pedro Ballesteros Torres MW, Nicholas Paris MW, Kathy Morgan MS and Laura De Pasquale MS.

Conceived by Vinitaly International (www.vinitalyinternational.com), VIA aims to make the complexity of Italian wine more accessible through promotion, explanation and divulgation of the country's varieties and terroirs, working at every level of knowledge and with special attention to every single consumer market in order to create an expert community active throughout the world.

The Scientific Director is Ian D'Agata, a very well-known and highly regarded wine expert.

The activities of the Vinitaly International Academy include - in addition to certification courses for Wine Expert and Wine Ambassador for Italian wine on the eve of Vinitaly - the Executive Wine Seminars held abroad during Vinitaly International stop-offs.

After three years of activity, six Italian Wine Experts have earned VIA certificates: Canadians Michaela Morris and Gurbinder Bhatia, Lingzi He and Jinglin Zhang from China, Geralyn Brostrom from the USA and Wai Xin Chan from Singapore.

There are by now 61 Italian Wine Ambassadors from Australia (2), Austria, Brazil (2), Canada (9), China (18), Germany (2), Greece, Korea (4), Latvia, Russia (5), Singapore, United Kingdom (2) and USA (13). Their names are listed on the internet site at www.vinitalyinternational.com/vinitaly-international-academy/expert-ambassador.

This year, for the first time, VIA will launch a second certification course in New York 26-30 June dedicated to American wine professionals.

50 YEARS + 1,

THE HISTORY OF VINITALY GOES ON

Having reached the milestone of 50 editions in 2016, Vinitaly goes on and even expands its activities promoting the international wine business and Italian wine production around the world - thanks even to the recent conversion of Veronafiere into a joint-stock company with a new business plan involving investments of 94 million euros.

First held in 1967 as Wine Days, the International Wine and Spirits Exhibition is the event that more than any other has tracked the evolution of the national and international wine system, helping to turn wine into one of the most exciting and dynamic realities in the primary sector.

After earning international status in 1978, in 1998 Vinitaly began to structure its international promotion activities on a more permanent basis, starting off with China and then travelling to other countries in South-East Asia (India, Japan, Korea), the United States, Canada and Australia. This was in turn flanked by training activities in 2014 with VIA - Vinitaly International Academy, the latest initiative supporting the ambassadors of Italian wine around the world.

In 1987, Vinitaly hosted the first Olive Exhibition, which a year later became Sol.

Agrifood Club was launched in 2008 as the Quality Agro-Food Exhibition; it was merged in 2013 with Sol to give life to Sol&Agrifood.

The first edition of Enolitech - International Exhibition of Technology for Wine-Growing, Oenology/Olive-Growing and Olive Oil Production - was held in 1998.

In 2010, for the first time, Vinitaly was officially visited by the President of the Republic (Giorgio Napolitano); 2014 was the turn for Prime Minister Matteo Renzi.

box:

VINITALY: FROM HISTORY TO THE FUTURE

THE BOOK CELEBRATING 50 YEARS OF HISTORY OF THE WINE EXHIBITION

The book with 300 pages edited by journalists Lucio Bussi and Carlo Alberto Delaini (current director of the Veronafiere Press Office) has six chapters tracing the story from Angelo Betti through to the recognition of "international" status in 1978 and the creation in the 1990s of the International Wine Competition and the International Packaging Competition. 1998 saw the first world trip with China Wine in Shanghai, followed over the years with events in America, Asia and Russia. One chapter focuses on the period 2010-2015: Vinitaly - the symbol of Italian wine in the world - was visited for the first time ever by a President of the Republic, Giorgio Napolitano, and was also engaged to manage the Wine Pavilion at Expo Milan. Another chapter deals with the 2016 edition inaugurated by the current Head of State, Sergio Mattarella, and the launch of new beginning along the path of Vinitaly.

Two chapters by journalists Anna Di Martino and Marisa Fumagalli look back on 50 years of the wine world in Italy and the evolution of Italian society. Paolo Massobrio interviewed the CEO & Director General of Veronafiere, Giovanni Mantovani who looked into the future of Vinitaly, by now recognized by the Government as a tool for promoting Italian wine around the world.

The book includes more than 500 photographs from Veronafiere archives, as well as anecdotes and memories by 50 professionals, producers and oenologists in addition to testimony of how Vinitaly helped change the perception of wine in Italy and in the world as seen in Italy by Cesare Pillon and abroad with journalist Burton Anderson and Marvin R. Shanken, editor and publisher of Wine Spectator.

The book closes with a previously unpublished short story titled "Nomen Omen" by Gesuino Némus, the winner of the Campiello 2016 Debut Award for his novel "The theology of the Boar" published by Elliot.

The browsable web version of the Fiftieth Anniversary book is available in the Vinitaly Press Area:

<http://veronafiere.venetoweb.eu/>

SOL&AGRIFOOD: THE EVENT THAT EXPLAINS TYPICAL ITALIAN PRODUCE TO INTERNATIONAL BUYERS

Sol&Agrifood 2017 - the international quality food show at Veronafiere scheduled 9-12 April (www.solagrifood.com) in conjunction with Vinitaly - is a model interactive trade event thanks to the

opportunities it offers for experiencing products displayed by exhibitors through cooking shows, educational occasions and tastings.

The product categories most extensively represented are the extra virgin olive oil, pasta and bakery products, craft beers, cheese, chocolate, preserves and condiments and delicatessen meats - yet there are also many other food products as well as fruit and vegetables. The newcomer: pizza.

Pizza Area. From a simple yet unique food appreciated in every corner of the world, pizza over time has attracted the curiosity of chefs to become a gourmet speciality. This latest evolution of Italy's par excellence dish has a dedicated new exhibition and workshop area within the scope of Sol&Agrifood where conventional and pizza chefs will take up the challenge with special doughs and innovative ingredients.

Biodiversity and territories. Another innovation this year is the new space devoted to the biodiversity of territorial produce complementing the area dedicated to delicatessen meats in 2016. This will ensure a business approach to a special and unique feature of Italian agro-foods as they continue to gain popularity on international markets in addition to established spaces dedicated to cheese, extra virgin olive oil and craft beers.

The project involves the development of an interactive theme area focusing on Delicatessen Meats, Biodiversity and Local Territories to promote typical produce through tastings and workshops in English for international buyers. This project responds to the needs of small-medium enterprises exhibiting at Sol&Agrifood for more contacts with specialist international operators, as well as Italian horeca and retail sectors. This request was highlighted by more than 40% of exhibitors among the reasons prompting attendance at the trade fair.

The Delicatessen Meats, Biodiversity and Territories area is managed in collaboration with the 5T Academy, the Association created in the food area specifically to promote local area values, tradition, authenticity, transparency and traceability.

International Operators. In 2016, Sol&Agrifood attracted 56,000 professional visitors, with 14,000 travelling from 82 countries. This year, delegations of buyers invited to the show through incoming activities by Veronafiere and ICE are joined by an initiative focusing on Taiwan with 15 importers and chefs invited to take part in the sessions of the EVOO Academy dedicated to international visitors about using extra virgin olive oil. As a model event capable of ensuring excellent visibility on international markets, Sol&Agrifood occupies a gross show area of about 8,000 square meters.

b2b events organised by Veronafiere. b2b meetings are being organised for the first time based on the Taste&Buy format between exhibitors and buyers selected through incoming promotion activities. The countries of origin of the buyers involved are: USA, Japan, Denmark, Germany, Austria, Singapore, United Kingdom and France. The meetings will take place in the Multi-Purpose Hall at Sol&Agrifood.

Extra virgin olive oil this year will also be featured in the Retail Buyers' Club, a venue where exhibitors can hold b2b meetings with various retail chains.

The winners of Sol d'Oro awards. Promotional activities for extra virgin olive oils winning medals in the two editions of Sol d'Oro – Northern Hemisphere and Southern Hemisphere - include a presentation with free tasting at the Oil Bar. Olive oils earning Special Mentions, on the other hand, will be used in the finals of the Italian Chefs Federation Jam Cup and the cooking shows organised by the EVOO Academy.

Cooking Shows. Three initiatives are scheduled to promote correct use of extra virgin olive oil. They start off with the practical activities of EVOO Academy targeting professionals already having skills as regards extra virgin olive oil; the olive oils earning special mentions in the international Sol d'Oro competition and the foods displayed by exhibitors at Sol&Agrifood will be used.

To learn to cook correctly with extra virgin olive oil, Sol&Agrifood teams up with Aipo (the Inter-Regional Association of Olive Producers in Verona) proposes Oliocibando - full-scale vocational training courses for chefs in the horeca channel.

Lastly, the kitchen becomes spectacle with Giorgio "Giorgione" - the testimonial of Sol&Agrifood and one of the few TV personalities to pay close attention to the use of extra virgin olive oil - and not one who merely suggests that dishes should be "dressed with a drizzle of olive oil".

Competitions, awards, workshops and tastings. Extra virgin olive oils earning special mentions in the Sol d'Oro Competition come to the fore with the young chefs of FIC-Italian Federation of Chefs in the finals of the Jam Cup, the FIC Junior Assistant Master trophy now at its second edition. The jury comprises Master Chefs - who are also involved in the kitchens of the Goloso Restaurant, the gourmet venue of the event alongside Speedy Goloso for finger foods and snacks ensuring enjoyable tastings products on display.

The Mantegna Meeting Room is home to a series of guided tastings dedicated to Italian and international extra virgin olive oils.

The eighth edition of the Golosario Award in collaboration with critics Paolo Massobrio and Marco Gatti will reward emerging agro-business excellence on show at the trade fair.

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.

An expanding event. Enolitech 2017 posts 30% increase for Italian and international exhibitors alike. The dedicated hall will also be expanded by about 10% to almost 9,000 square metres of indoor exhibition space.

Veronafiere continues investments to improve usability by upgrading the infrastructure of this event, moving it closer to Halls 8 and 10 at Vinitaly and confirming the dedicated Giulietta & Romeo entrance gate for registered operators with direct access to Enolitech itself.

Twenty years of innovation. 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 improvements in production that have helped Italy become a leader for quality exports.

Visitors from all over the world for market-leading exhibitors. There were 38,000 visitors in 2016 (21% international) yet 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: United States, Austria, Switzerland, Czech Republic, Germany, Spain, France, Serbia, San Marino and Ukraine.

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 and 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.

Box:

INTERNATIONAL PACKAGING COMPETITION

The 21st Vinitaly International Packaging Competition took place on 1 March 2017. The competition organised by Veronafiere-Vinitaly aims to reward the efforts of companies that invest significant resources and creativity to improve product aesthetics and image.

The competition attracted a total of 192 entries across the 11 categories defined in the regulations from France, Italy Spain.

They were examined by a jury of international experts chaired by Gilda Bojardi, editor of *Interni* magazine, comprising journalists, creatives and designers.

The list of winners is available at:

<http://www.vinitaly.com/it/area-espositori/concorsi-internazionali/international-packaging-competition/>

box:

VINITALY APP

Vinitaly is the official app for the Vinitaly event with a new updated version integrated with new features to guide visitors around the trade fair.

A simple interface helps users to:

- search for company stands filtered by countries, regions and/or halls;
- contact them with a click to obtain information about their products;
- consult events, conferences and tastings by day and date;
- take photos, write notes and list certain exhibitors and events as favourites;
- save and review the Vinitaly experience in the "My Area" section;
- decide where to park thanks to signals indicating the main parking areas available;
- consult the ground plan and exhibition centre services;
- detect QRcodes printed on visitor and exhibitor tickets to share and implement contact information in real-time.

TIMELINE (footer)

- 1967: 22-23 September - the Italian Wine Days. This was effectively the official debut of Vinitaly
- 1971: the event became *Vinitaly - International Wine-Growing Show* - a full scale trade exhibition
- 1978: Vinitaly earned "international" status and opened its doors to attendance by foreign companies
- 1980: Vinitaly was re-scheduled and since then has been held in April
- 1987: In 1998, Vinitaly hosted the first *Olive Exhibition*, which a year later became Sol
- 1992: The *International Wine Competition* was founded and over 22 editions became the most selective and popular in the world, with wines entered from 30 countries
- 1996: First edition of the *International Packaging Competition* rewarding the best finished bottles for wine
- 1998: Vinitaly travelled to Shanghai for China Wine. Debut for Enolitech, the Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies
- 2002: Debut for Sol d'Oro - the world's most important competition for extra virgin olive oil. In 2014, Sol d'Oro was divided into two editions with Sol d'Oro Southern Hemisphere
- 2003: In 2002, Vinitaly "conquered" America with the *Vinitaly US Tour* and took part in IFOWS, the Italian Food and Wine Show in Mumbai, India
- 2004: The *Vinitaly* brand was directly promoted - for the first time, after six years - in China and Russia
- 2008: First edition of *Agrifood Club*, the *Quality Food Exhibition*
- 2009: The new Hall 1 expanded the exhibition centre's gross indoor area to 150,000 m². The Vinitaly World Tour travelled to Korea for the first time
- 2010: Another first in the history of Vinitaly - an official visit by a President of the Republic (Giorgio Napolitano)
- 2011: Vinitaly was officially involved in celebrations for the 150th anniversary of the unification of Italy with the "Unity of Italy Bottle"
- 2012: Vinitaly reduced duration from 5 to 4 days and was rescheduled from Sunday to Wednesday. First edition of OperaWine in collaboration with Wine Spectator. Debut for the new ViViT – Wines, Winegrowers and Terroirs show
- 2013: Vinitaly in the World became Vinitaly International and a partner for the development of Italian business in the world. Debut for Vinitaly Wine Club, the on-line promotion and marketing platform for the best Italian labels. Sol and Agrifood Club were merged as Sol&Agrifood – International Exhibition of Quality Agro-Foods
- 2014: Vinitaly inaugurated the Vininternational and Vinitalybio shows. Debut also for VIA-Vinitaly International Academy to train ambassadors of Italian wine in the world
- 2015: Vinitaly organised and managed VINO – A taste of Italy at Expo Milan on behalf of the Ministry of Agriculture: the wine pavilion was visited by more than 2.1 million people (20% international)
- 2016: The 50° Vinitaly was inaugurated by the President of the Republic, Sergio Mattarella. The Ministry of Economic Development included Vinitaly in its Special Made in Italy Promotion Plan