

# THE BEST BUSINESS OPPORTUNITIES FOR YOUR COMPANY!

The largest professional wine fair in Latin America comes to its 2nd edition focused on promoting business between industry, retail buyers and wine professionals.

In this great meeting of the sector, the main players present their launches during 3 days, for those who decide and move the wine market in Brazil and abroad.

## VERONAFIERE, LEADER IN WORLD FAIRS OF THE WINE SECTOR.

Held by Milanez & Milaneze, a Veronafiere Group company, leader in exhibitions in Italy and second in turnover in Europe, WINE SOUTH AMERICA will have all the know-how of VINITALY, which for more than 50 years is the trade show world reference in the wine sector.

## KNOW WHY WE ARE REFERENCE

42 EVENTS IN ITALY

13.100 EXHIBITORS

19 EXTERNAL EVENTS

1.200.000 VISITORS

726.500 SQM  
COMMERCIALIZED

+ DE 1.000  
BUYERS OF MORE THAN 100 COUNTRIES



BE AN EXHIBITOR  
AND SEE WHY  
THE BEST  
DEALS IN THE  
INDUSTRY WILL BE  
CLOSED HERE.

MAJOR BRANDS OF  
NATIONAL AND INTERNATIONAL INDUSTRY

THE BEST PRODUCER POLES

DAILY TASTINGS FOR THE BUYER

DIRECT CONTACT WITH THOSE WHO  
DECIDE IN INDUSTRY AND RETAIL

MARKET OVERVIEW TO GUIDE  
DECISIONS AND INVESTMENTS



## FUNDAPARQUE

ALAMEDA FENAVINHO, 481  
95703-364 - BENTO GONÇALVES RS-BRAZIL

WINESA.COM.BR

Wine  
SOUTH AMERICA

25 - 27  
SEP 2019

14h to 21h  
(access until 20h)

CONTACT US NOW AND  
BOOK YOUR STAND

+55 54 3455-6712

+55 54 3455-6731

info@winesa.com.br

PRESENTED BY:



EMPRESA DO GRUPO



SUPPORT:



2<sup>a</sup>  
EDITION

INTERNATIONAL  
WINE  
FAIR

WINESA.COM.BR

THE FAIR  
THAT BEST  
MATCHES  
WITH THE WINE  
MARKET

Wine  
SOUTH AMERICA

25 - 27  
SEP 2019  
BENTO GONÇALVES - RS  
BRAZIL

25 - 27 SEP 2019  
**FUNDAPARQUE**  
 BENTO GONÇALVES - RS - BRAZIL



### THE RIGHT EVENT IN THE RIGHT PLACE

The International Wine Fair - Wine South America will be a great opportunity for those who want to open or expand their markets in Brazil and South America. The main cradle of the Brazilian wine sector, the Serra Gaúcha is in a strategic position to bring together producers and national and international wine suppliers. WINE SOUTH AMERICA is the meeting point for buyers and exhibitors, in a large fair and international highlight.

### THE BUSINESS FAIR WHICH THE INDUSTRY AND THE WINE MARKET EXPECTED:

- CARRIED OUT IN THE SIERRA GAÚCHA
- ROBUST CONTENTS GRADE
- FOCUSED IN BUSINESS
- QUALIFIED VISITATION

### EXHIBITOR PROFILE

National and international producers of wine, exporters, distributors, representatives, manufacturers of machines and equipment for wine production, companies providing services related to the wine segment and manufacturers of accessories for the wine consumption.

### EXHIBITOR SATISFACTION

- 95%** EXHIBITOR'S SATISFIED
- 90%** WANT TO PARTICIPATE AGAIN IN 2019

\*Research done with 2018's exhibitors.



\*Numbers from 2018's edition.

### EXHIBIT YOUR BRAND FOR A QUALIFIED AUDIENCE

**82% PROFESSIONAL VISITORS:**

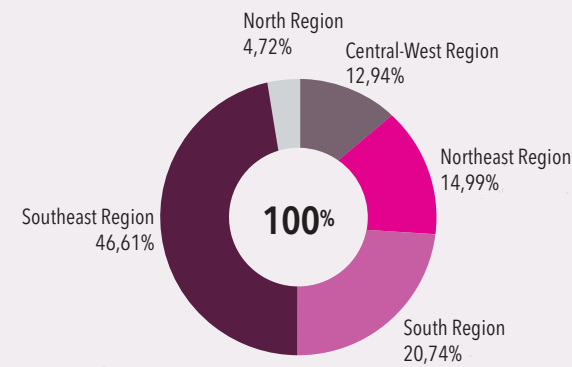
IMPORTERS AND EXPORTERS OF BEVERAGES, DISTRIBUTORS, WHOLESALERS, SUPERMARKETS, HYPERMARKETS, BARS, RESTAURANTS, HOTELS, BAKERIES, CONVENIENCE STORES, SHOPS SPECIALIZED IN LUXURY GOODS, SOMMELIERS AND RETAILERS.

**18% FINAL CUSTOMER:**

CUSTOMERS IN CLASSES A AND B; MEMBERS OF CONFRATERNITIES; STUDENTS OF HOSPITALITY, TOURISM, GASTRONOMY AND ENOLOGY.

### PRESENCE OF BUYERS FROM +16 COUNTRIES

ARGENTINA • CANADA • CHILE • CHINA • COLOMBIA  
 SPAIN • EUA • FRANCE • UNITED KINGDOM • ITALY  
 PARAGUAY • PERU • PORTUGAL • RUSSIA • URUGUAY



\*In the South, Rio Grande do Sul is not included in the total number of visitors.

### AND OF ALL REGIONS IN BRAZIL

SÃO PAULO - 19,10% • RIO DE JANEIRO - 16,84%  
 SANTA CATARINA - 15,40% • FEDERAL DISTRICT - 10,27%  
 MINAS GERAIS - 5,95% • PARANÁ - 5,34% • OTHERS - 27,10%



WINESA.COM.BR

### STRATEGIC DATE

Strategic date WINE SOUTH AMERICA 2019 will be held during the Christmas and New Year sales cycle and in parallel with the NATIONAL WINES EVALUATION, an event of great importance in winemaking and receiving more than 1.000 experts, winemakers, oenophiles, sommeliers, specialized journalists and wine lovers from several countries.

### CONTENT EXCLUSIVE BY THE FOUR CORNERS OF THE FAIR

In addition to bringing together the world's leading wine producers, WINE SOUTH AMERICA is the place to disseminate knowledge through lectures, training, visits to wineries, tastings, awards and business rounds.

### PRESENCE OF MASTER OF WINE

A highlight of the last edition, the fair will once again have the presence of world-renowned specialists with the title MASTER OF WINE, which will lead exclusive tastings.

### SEGMENTATION AND WELL-DEFINED SECTORS:

NATIONAL WINES • INTERNATIONAL WINES  
 GRAPE JUICES • OLIVE OILS • DISTILLED  
 TECHNOLOGIES, INPUTS, ACCESSORIES AND SERVICES  
 RELATED TO THE WINE SECTOR.

BRAZIL,  
 MARKET OF  
 OPPORTUNITIES  
 IN THE WINE  
 SECTOR

**+ OF 209** MILLION INHABITANTS

**+ OF 126** MILLION LITERS IMPORTED

**+ OF 36%** INCREASE IN IMPORTS IN 2017

**+ OF 13%** GROWTH IN THE BRAZILIAN WINE MARKET IN 2017

**5º** LARGEST WINE PRODUCER IN THE SOUTHERN HEMISPHERE

**3 BUSINESS DAYS**

