



International Wine and Spirits Exhibition scheduled in Verona 6-9 April 2014

**TOURING THE HALLS OF VINITALY 2014
TO DISCOVER THE WHERE WINE IS MADE WORLD-WIDE**

For the 2014 edition of Vinitaly, there are changes to the numbering of some of the Halls. This reorganization has made it possible to create space - in the specially prepared Hall I - for the new initiative named VinInternational bringing together foreign exhibitors and dedicating specific b2b initiatives to them.

Verona 7 January 2014 - New Exhibition Centre layout for the 48th edition of Vinitaly scheduled 6-9 April 2014 (www.vinitaly.com). This involves re-numbering a number of other halls, following the renovation and extension projects implemented by Veronafiere in recent years. In particular, Hall 7B now becomes Hall 8, so that in turn Halls 8, 9, 10 and 11 respectively become Halls 9, 10, 11 and 12.

This choice also ensures better organisation of attendance by international exhibitors, who will be brought together in the new VinInternational area in Hall I (I for International) located between the Hall 11 and Sol&Agrifood. The organisation of this new exhibition layout also envisages, in addition to exhibitor stands, an area for tastings dedicated to buyers and facilities for business meetings. Countries that have already confirmed attendance include France, Australia, United Kingdom, Russia and Slovenia.

For some Italian regions, hall numbering remains unchanged: Emilia-Romagna (Hall 1), Sicily (2), Trentino (3), Veneto (extended, given its role as the leading wine producer in Italy, across Halls 4 and 5 and part of the former Hall 7b now Hall 8), Alto Adige and Friuli Venezia Giulia (6), the Marches (7).

Thereafter, the numbering changes with Basilicata, Calabria, Molise, Sardinia and Umbria in Hall 8, Tuscany in Halls 9 and D, Piedmont in Hall 10. Hall 11 welcomes Apulia and the new Vinitalybio area, while Hall 12 again hosts Vivit and wine-makers from Abruzzo, Valle d'Aosta and Liguria.

In keeping with tradition, Lombardy occupies the second floor of Palaexpo, Latium Hall A and Campania Hall B.

Sol&Agrifood and Enolitech will again be housed respectively in Hall C and Hall F.

In addition to these amenities, Vinitaly also has tensile structures for the Citadels of gastronomy and specific wine tasting rooms.

Overall, the Verona Exhibition Centre has a gross area of 309,000 square meters, of which 152,000 inside. In 2013, the net inside area sold for Vinitaly, Sol&Agrifood and Enolitech came to almost 100,000 square meters.

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