



RIDE THE
WAVE OF
BUSINESS



wine2wine
exhibition

22

23

24

NOVEMBRE
2020
VERONA





wine2wine
exhibition

22 – 24
novembre
VERONA 2020

QUANDO

COME

Sunday 22 November

open to the public

with the possibility of direct sales
by producers to wine lovers

Monday 23 and Tuesday 24 November

Trade Only

A "smart" event
lasting 3 days, easy-
going
for exhibitors
yet equally effective.

Inspired by the
"walk around tasting"
exhibition logic

An approach highlighting the main
denominations and types of wine
through theme-based and
geographical areas.

Their offering will
also include

- special areas
- B2B meetings
- Master classes:
- Guided tastings



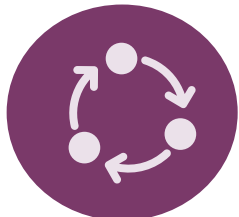
FEATURES OF THE WINE2WINE EXHIBITION



A **strategic and highly effective opportunity for business** and comparison designed for the B2B and B2C world. A meeting point for trade operators, professionals, journalists and opinion leaders from domestic and international markets;.



A unique occasion **responding to the needs of companies** by ensuring opportunities for training, networking and venues.
A chance to answer all the requests of the wine community; talk to distributors, buyers, restaurateurs and even consumers during an appointment talking about wine in all its facets;



A **system at the service of the world of wine and its value chain**, adapted to the current context in compliance with the strict regulations imposed by the COVID-19 emergency.



AN EFFECTIVE
AND POSITIVE
ANSWER
TO THE NEEDS
OF PRODUCERS



FEATURES OF THE WINE2WINE EXHIBITION

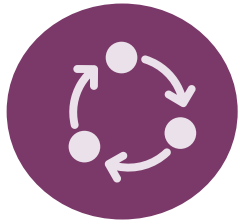


Wine2wine will be a melting pot of content, meetings, ideas and business. This is why we will work with leading national and international partners in the conviction – now more than ever before – that developing a "system" is essential.



A unique event in response to an extraordinary situation.

An **agile and ductile** event responding to the needs and requirements of the companies that have relied on us for over fifty years.



Thanks to the development of a digital platform, virtual fruition of meetings, tastings, master classes, forums, seminars and thematic insights will be guaranteed for a huge **international network** .



wine2wine
exhibition 22 – 24
novembre
VERONA 2020



EVENTS AT W2WE



1

B2B FOCUS

Tastings

Master classes

- Organized meetings
- Training events
- Conferences and Webinars

2

B2C FOCUS

Tastings

- Product sales

FOCUS MEETINGS ON MARKETS & SALES

- Meeting with the main buyers and distributors
- Meeting with the main operators in the HORECA sector
- Meetings with Vinalty International Academy Ambassadors

3



THE OBJECTIVES OF W2WE



Create strategic and effective opportunities for business and discussion designed for the world of B2B and B2C.

Take part in tasting events organized for a select audience of business and consumer targets alike.



Be a source of updating and information for pertinent strategic topics thanks to Master Classes, Seminars and Webinars scheduled every day of the event.



ALONGSIDE THE BUSINESS FORUM

wine2wine
exhibition

dal 22 al 24 novembre 2020

During the **Forum**, wine producers and sector professionals will benefit from updates detailing the latest trends in the world of wine to improve their own "wine business."

Wine2Wine - Share Business Ideas.

The Wine2Wine Exhibition will be held in synergy with the Forum: guests, training events, networking and venues.

A unique chance to answer all the requests of the wine community.



wine2wine
business forum

dal 23 al 24 novembre 2020



EXHIBITION HALLS

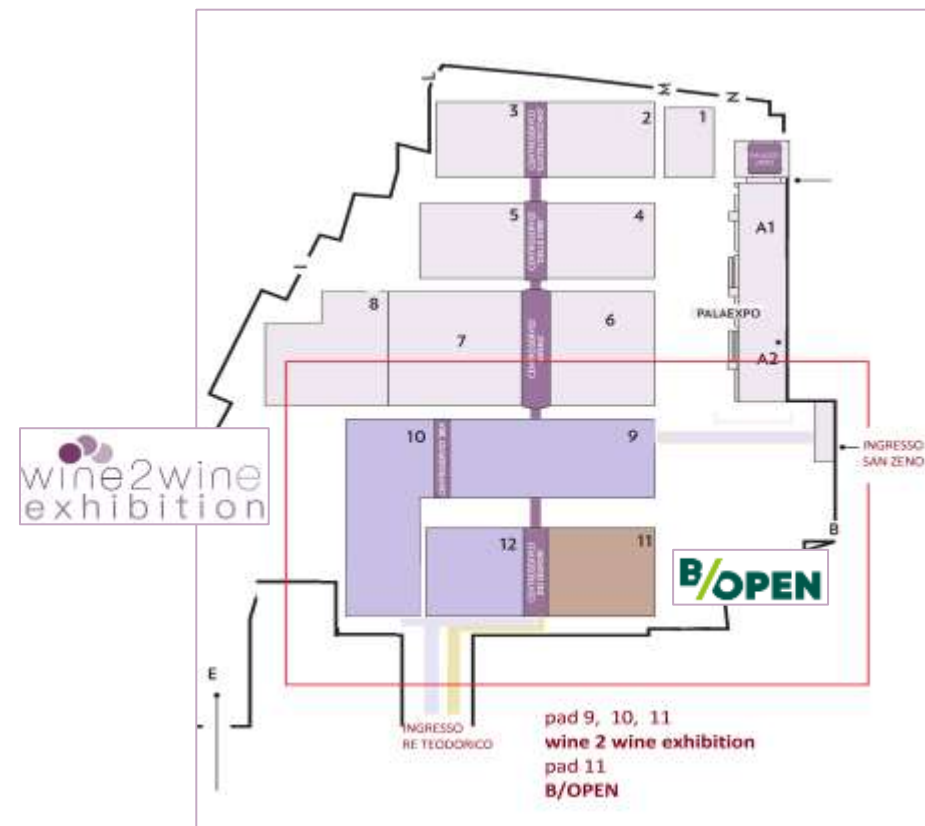
To make visiting the show easier, especially for international operators, the exhibition layout will be as follows:

- Italian macro areas,
- by type of wine.

In addition, SPECIAL AREAS will

focus, for example, on:

- spirits (Grappa, Brandy, Vermouth)
- rosé wines or other
- special wine, international wines (Champagne, Bordeaux, Burgundy, etc.)



These AREAS will be branded and set up to highlight wines designations, their special features and territorial background.

HOW TO TAKE PART

Each exhibitor will have one fully pre-fitted stand measuring 12 m² (frontage 4 metres x depth 3 metres) comprising:

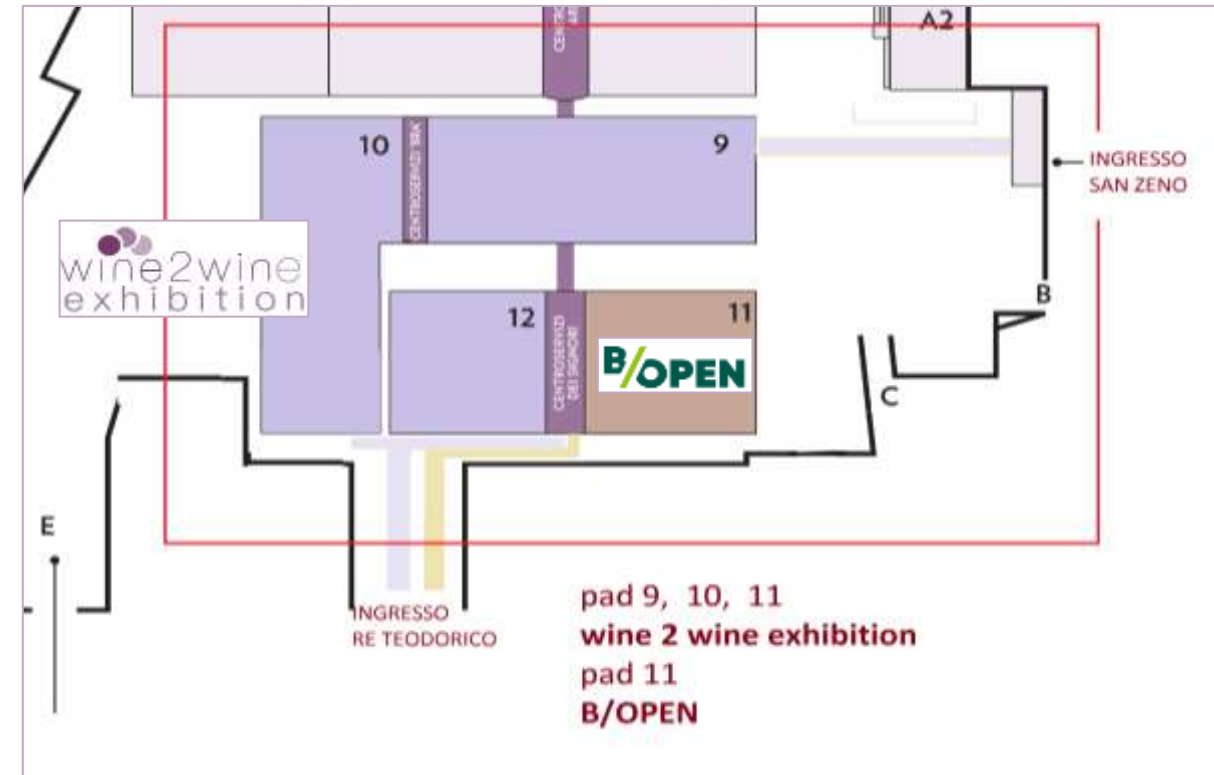
dividing walls, carpet tiles, lighting, front panel with company name, reception counter, table with chairs, small store-room

cost: **EUR 3600 + VAT**

this sum includes:

1. registration fee
2. turnkey set-up,
3. glass distribution, washing and sanitizing service,
4. service supporting wine sales to wine lovers on Sunday.
5. involvement in the W2W Business Forum.

Companies will be able to meet specific needs by booking multiple exhibition modules

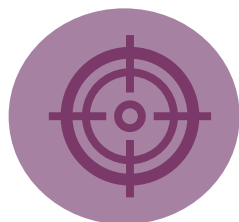


The INSTITUTIONAL AREAS for Regions or Consortia will also be ready-to-use but can be customized to meet special exhibition requirements.

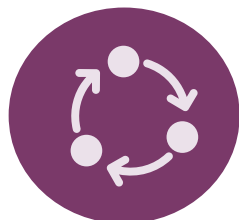
THE VERONAFIERE SIGNATURE



Veronafiere it is not only the heart of a trade fair system but also an incubator of extremely vital initiatives, solutions and tools, **promotion and support for the wine sector.**



We sought to create a new event designed to meet the needs and requirements of the companies that have relied on us for decades.



Wine2Wine is a project proudly bearing the signature of **Vinitaly** and its staff. It is determined to be a success. Because this is what our sector needs now.

