

*The platform's on-line activities came to an end yesterday*

**VERONAFIERE PLUS:**

**WINE2WINE DIGITAL, OPERAWINE AND B/OPEN ATTRACT 5,000 OPERATORS ONLINE FROM 97 COUNTRIES**

**Verona, 1 December 2020** - Digital tools are by now an increasingly integral part of trade fairs. This is clearly demonstrated by data for Veronafiere Plus (VF+), the on-line platform launched by Veronafiere that hosted (21-24 November) three events specifically for the world of wine and organic produce: wine2wine digital edition (combining a business forum and exhibition), Operawine and B/Open.

More than 5000 operators from 97 countries and 200 specialist journalists linked up over the four days of live events and thereafter until yesterday, the platform's official closing date, by taking part in a calendar of webinars, meetings and tastings, or consulting the catalogues and virtual exhibitor profiles followed by videochat contacts with companies.

Professional updates, in-depth analysis and networking flanked business to an equal extent. Two hundred and eight training sessions were broadcast in streaming (most of them live) and involved 300 speakers. One thousand five hundred people used the platform and live coverage on the Vinitaly website to follow the International Summit discussing the future of wine and the challenges of the next decade on Saturday 21 November - the event that inaugurated wine2wine digital edition.

Overall, streaming of events attracted more than 20,000 hits.

There were also numerous b2b contacts - 40,000 messages were exchanged in chats, joined by 1,550 meetings attended by 280 international buyers selected by Veronafiere and the ICE International Trade Agency.

*"The results achieved by Veronafiere Plus," said **Giovanni Mantovani**, CEO of Veronafiere, "confirm the huge potential inherent in advanced digital tools. We were obliged this year to accelerate the digitization process, where we were already making investments with a more medium-term time scale. Inasmuch, we were prompted to develop and improve the platform to bring product value chains and sector operators together from all over the world alongside business and training events. This is the first step towards what trade fairs will be like in the future, where attended events will continue to play a central role but will be flanked by the new possibilities offered by digital tools, with communities active 365 days a year."*

**Veronafiere Group Press Service**

Tel.: + 39.045.8298.350

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)

Twitter: @pressVRfiere

Web: [www.veronafiere.it](http://www.veronafiere.it)