



**vinitaly**  
*Another love story in Verona*

VERONA  
6 > 9 aprile 2014  
SALONE  
INTERNAZIONALE  
DEI VINI E  
DEI DISTILLATI

48<sup>th</sup> edition 6-9 April at Veronafiere presented yesterday in Rome

**VINITALY 2014:  
A DEPARTURE AND ARRIVAL POINT  
FOR THE PROMOTION OF WINE ON DOMESTIC AND INTERNATIONAL MARKETS  
NEXT OBJECTIVE: EXPO 2015**

**Minister Martina:** *"I have no doubt that Vinitaly will be in the forefront during the six months of Expo in Milan."* **President De Castro:** *"Results in the wine sector are a model for the entire Made in Italy agro-food industry."*

**Verona, 7 March 2014.** *"Vinitaly is the highest expression of Italian wine-making excellence and this is why I have no doubt that will be in the forefront during the six months of Expo in Milan. We will soon see the full development of the potential we have worked on together until now. In the next few days, the Ministry will move forwards with Expo in this direction."* So said the Minister of Agricultural Policies, **Maurizio Martina**, in Rome during the Vinitaly 2014 presentation press conference, in relation to the agreements implementing the Wine Pavilion that will be signed shortly between the Ministry and Expo. *"I certainly acknowledge the central role of Vinitaly,"* Martina added, *"even in terms of style, skill and strength for international promotion of Italian wine and his companies."*

Internationalization is one of the key words of the 48<sup>th</sup> edition of Vinitaly, which was presented yesterday in Rome. The most important world exhibition dedicated to wines and spirits returns to Veronafiere 6-9 April ([www.vinitaly.com](http://www.vinitaly.com)).

The event confirms its status as a global network for promoting the wine system, with buyers arriving from over 120 countries. A tool at the service of companies, especially those in Italy which in 2013 achieved more than 5 billion euros of exports.

*"In this context, Vinitaly is increasingly strategic,"* explained the President of Veronafiere, **Ettore Riello**, *"thanks to its ability to promote such an important segment of Italian agro-food excellence. Continual efforts to develop the show, interpretation of market scenarios and experience going back more than 100 years in the exhibition field helped us for the first time to achieve more than 100 thousand square meters of net exhibition space astonishingly sold out several months ago."*

Among the main innovations this year, two are focus on international markets. For the first time, international exhibitors have been grouped together in a single Hall named Vininternational - International Wine Production. This direction was also taken by the International Buyers' Lounge initiative, with Taste and Buy: a new area for wine & spirit b2b dedicated to operators arriving from abroad.

*"One of the strengths of Vinitaly,"* said the CEO & Director General of Veronafiere, **Giovanni Mantovani**, *"is that it has always offered a two-way approach. Thanks to the Vinitaly International network we are able to accompany Italian companies in the United States, Russia and China, at the*

*same time as promoting international attendance at Vinitaly in Verona - which alone generates allied business worth more than 300 million euros. And in an effort to promote international attendance this year, with buyers from 120 countries, we have invested over one million euros."*

Mantovani is convinced that internationalization is the right road ahead: *"If Italian GDP, at a standstill for 12 years,"* he went on with a specific example, *"were to follow the average growth performance of 6.5% per year achieved by our wine exports, then we would have already solved the country's problems some time ago."*

This edition will also focus significant attention on the world of organic wine, thanks to the debut of Vinitalybio: a specialist exhibition exclusively for certified organic wines, set up in collaboration with FederBio. The intention is to promote wine production in accordance with EU standards and regulations, as well as to respond to precise market demand, in particular from countries in Northern Europe, North America and the Far East.

The Conference was also attended by the President of the European Parliament Agriculture Commission, **Paolo De Castro**, who emphasised the importance of the wine sector for the growth of Italian agro-foods: *"If we were to apply the results achieved by Italian wine abroad throughout the agro-food chain, we could easily double our current export figure of 33 billion euros. Of course, to achieve this objective, we would need many Vinitalys, many events capable of supporting companies by involving them in a system."*

Sol&Agrifood and Enolitech shows are also being held 6-9 April. These two events complement the offering of Vinitaly with excellence in the food sector as well as Italian technology for wine and olive oil production from the field to the bottle.

[LINK TO ON-LINE PRESS MATERIAL](#)

**Complete Vinitaly 2014 Press Kit**

<http://www.vinitaly.com/areaStampa/cartellaStampa/>

**FTP videos**

<http://media.filmad.it/>

Username: vinitaly2014

Password: press

**Photos**

<http://www.fotoveronafiere.com/users/login>

Username: vinitaly2014

Password: freepress

Credits: Photo Ennevi-Veronafiere

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