

AN "ALL SYSTEMS GO" VINITALY CLOSES ITS DOORS. ONE BUYER IN THREE FROM ABROAD

SUPERB ATTENDANCE FROM USA (+45%) AND ASIA (+116%) MATCHED BY GROWTH FOR ALL COUNTRIES

BRICOLO (PRESIDENT): A GLOBAL PERSPECTIVE. WE CAN NOW DEVELOP EVENTS WITH STRONG ROOTS IN THE USA AND FAR EAST

DANESE (MANAGING DIRECTOR): LAUNCH OF A NEW APPROACH. VINITALY SET TO GROW EVEN MORE

(Verona - 5 April 2023). Vinitaly closed today with a total attendance of 93,000 (29,600 international). Growth compared to the last edition was almost entirely thanks to international buyers (about +20%) from 143 countries, this year representing one-third of total accredited operators. This figures includes more than one thousand top buyers selected and hosted by Veronafiere and ICE-Trade Agency. Vinitaly and the City, the "Off-Show" event this year was again organised entirely by Veronafiere. It also posted more than 45,000 tastings (+50% compared to 2022) by *wine lovers* in the historic centre of Verona. The next Vinitaly is scheduled 14-17 April 2024.

"Today sees an at last fully functional Vinitaly close its doors after choral involvement of sector operators, the press and institutions. We are delighted with the feedback we are receiving from companies and territories, since they are the true strength of this event." On closing Vinitaly today, The President of Veronafiere, **Federico Bricolo**, said. "Our goal is to build a permanent and coordinated promotional platform together with institutional partners. The aim is to attract incoming investments into Italy, on the one hand and, on the other, to push Italian products abroad as Veronafiere - after Brazil and China - also sets up strong roots in the United States, Japan, South Korea and the Far East."

"Our investments to stimulate incoming international attendance," said the Managing Director of Veronafiere, **Maurizio Danese**, "achieved initial and very effective results for a Vinitaly that we want to become increasingly vital for the business of exhibitors who set aside important resources to take part in the event. The matching of supply & demand worked very well, as demonstrated by more than 11,000 scheduled appointments between exhibitors and buyers through the Vinitaly Plus platform, in addition to those set up directly between companies and buyers. The new approach has begun but it is certainly not finished: Vinitaly," Danese concluded, "will always be the driving force behind Made in Italy, both at home and abroad, provided that the event thinks in terms of the development of the sector and its companies. And this is precisely what we are trying to do."

Among the *top five* countries of origin, the United States moved well ahead of Germany. The United Kingdom retained third place, while China resumed fourth place by overtaking Canada. The general growth of the European market was also matched by the impressive return of operators from all

non-EU markets: Asia more than doubled (+116%), driven by the return of the Chinese (more than 1000 attendances) and Japan (+143%). The Americas posted +38% with excellent results from the USA (+45%) and Brazil (+46%), as well as further consolidation for Canada (+19%). Even Australia posted a three-figure performance at +130%

As the show in Verona itself closes, so Vinitaly's stages in China swing into action. With the support of the ICE Trade Agency, the first date is Chengdu (April 11). Emphasis must be given to the opening masterclass with the only Chinese expert sommelier Yang LV, as well as a business forum - organised by the Wine to Asia subsidiary - with one of the most influential platforms dedicated to wine in China: Wine Sommelier. We then move on to Shenzhen on April 14 with the Italian Pavilion at the Hainan Government Fair, for a tasting and presentation of Italy during Wine to Asia (11-13 May), together with ICE Trade Agency and the Altagamma Foundation. Veronafiere's international event in Shenzhen is expected to attract more than 450 exhibitors from 20 countries.

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