



47th edition scheduled 7-10 April 2013

VINITALY - WORLD PLATFORM FOR THE WINE BUSINESS

Vinality, Sol&Agrifood, Enolitech, OperaWine, Vinality International and the new VinalityWineClub offer initiative provide a system of services, relationships and world-wide contacts. This year's target country is China, attending the event in Verona with an official delegation of the Ministry of Commerce. Higher attendance of buyers from the most interesting consumption areas

Verona, 27 March 2013 - Veronafiere - with Vinality 2013 attended by more than 4,200 companies from over 20 countries in a net area exceeding 95 thousand square meters - provides the wine & food system with the broadest and best-structured world platform for business, promotion, relations with national and foreign institutions, buyers, opinion leaders and consumers.

A networking system which, in addition to the newly formed VinalityWineClub initiative, includes Sol&Agrifood, Enolitech, OperaWine and Vinality International: the latter seeks through its activities to supervise markets with the highest growth rates in the USA, China and Russia.

The world's oldest wine exhibition - founded in 1967 - today is also the most impressively innovative, even from the point of view of information technology, thanks to the new VinalityWineClub project which will be launched 7 April.

Vinality (www.vinality.com) confirms its status as a vital appointment for companies. The survey of customer satisfaction carried out at the end of the 2012 edition indicates that taking part helps more than 90% of exhibitors to consolidate image, verify interest in products and evaluate the market and competition.

The same percentage trend was also seen for international operators, who recognise Vinality's business role for developing new contacts, spotting new trends and finalising contracts.

This is why Veronafiere has strengthened its investments in incoming activities to attract buyers from the most important wine consumption areas.

Commercial diplomacy and internet to promote business in China. Vinality will welcome, for the first time, an official delegation from the Ministry of Commerce of the People's Republic of China, the target country for international wine exports with 190 million online shoppers.

The programme includes a seminar analysing the future of Italian wine in China, which is part of the Digital Media Technology & Wine Series initiative that seeks to understand the Chinese market and move into it through traditional, internet, e-commerce and social media channels, with the presence of representatives from the most important online sales platforms (YesMyWine, Tmall - Alibaba Group, Cantine M1NT and Vinehoo) and social media (Vinography, Sh.QQ.com, Tencent Group - QQ and WeChat, as well as Facebook and LinkedIn Italy).

VinitalyWineClub. E-commerce and social media are also in the forefront of Vinitaly, that with this new initiative expands its boundaries to become a virtual global market for the world of wine: promotion, knowledge, online sales and comparisons for opinion leaders, buyers and consumers.

Incoming and b2b. The already highly-qualified international attendance will be further expanded this year through attendance - achieved thanks to focused incoming activities - by new international operators and opinion leaders. Among these, the guest of honour is the official wine & food buyer-supplier for the Russian Government.

The buyers selected by Veronafiere delegates in 60 countries worldwide come from the ASEAN region (Singapore, Thailand, Vietnam, Malaysia, Taiwan, Hong Kong), China, Japan, North America, Russia and Australia, as well as Latin America, the Middle East and Africa.

In addition, I.C.E. – the Agency for International Promotion and Internationalisation of Italian Companies - has chosen Vinitaly as the destination for several business delegations arriving, among others, from Baltic countries, Brazil and India for b2b meetings with companies within the scope of Vinitaly and Sol&Agrifood Buyers Clubs.

Two *Tastings* will inaugurate and close Vinitaly 2013: OperaWine and the tasting of wines taking awards in the International Wine Competition.

As a prestigious parade of the best Italian wines, OperaWine - "Finest Italian Wines: 100 Great Producers" - is the special tasting organised by Wine Spectator for the 2013 edition of Vinitaly. Palazzo della Gran Guardia, in the heart of Verona (Piazza Bra) on 6 April will host OperaWine - an event dedicated to specialist international professionals with a focus on the US market.

Vinitaly will close with a walk around tasting of wines winning special, Grand Gold Medal and Gold Medal awards at the International Wine Competition that was held last November. This initiative is part of the marketing and promotional activity for the best wines taking part in this competition, that attracted entries from companies in 23 countries.

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