



At the International Wine & Spirits Show in Chengdu 25-28 March

VINITALY INTERNATIONAL RETURNS TO THE HEART OF CHINA WITH ITALIAN WINE EXCELLENCE

Verona, 21 March 2014 – **Vinality International**, after successfully inaugurating activities last 3 February 2014 in New York under the banner of innovation **and on the eve of the 48th Vinality in Verona (6-9 April)**, turns its gaze to the East where, for the first time, it will take part in the **Chengdu Off Show event** on the occasion of the 90th edition of the most important B2B event: the China Food & Drinks Fair **scheduled 25-28 March**.

Involvement in this event, widely seen as the heart of the Chinese wine & spirits market, is a new and important element within the scope of Veronafiere's activities supporting Italian wine production by promoting export activities as well incoming international specialists travelling to events in Italy. In particular, the investment by Vinality International was defined and implemented to grasp the huge growth potential for Italian wine exports to China in a truly effective manner through targeted attendance and tools intended to promote awareness of the immense variety of Italian output as well as exchanges and meetings between producers and distributors.

Chengdu, the capital of Sichuan Region, is the **third most important economic centre in the entire People's Republic** and, despite the global crisis, has seen a steady increase in the volume of trade with foreign countries, reaching a peak of 25.5% in 2012. A growth trend that is also reflected in Italian wine exports to China, stimulated precisely by operators and decision makers working in the Chengdu area. In fact, with 140,593 litres of bottled wine purchased in the period January-June 2013 (+20.9% over 2012), **China ranks fourth among the largest importers in the world**.

"After the success of attendance organized by Vinality International at the sixth edition of the Hong Kong International Wine & Spirits Fair last November, coinciding with the opening of our representative office in Shanghai in the offices of ICE, we are delighted to add the stop-off in Chengdu, a landmark on the Chinese wine & spirits market and another important element in the Vinality system," said **Ettore Riello**, President of Veronafiere.

"The Chinese market has a key role for Italian exports and is rewarding Italy's high quality wine production, with growth in sales of 11% for bottled wines and 86% for sparkling wines. The potential for growth is still high and the initiatives that Vinality International is offering at the Chengdu Off Show event are designed to consolidate the trend. This is why, with the effectiveness that characterises us, we chose to attend the Off Show event because it is the place where buyers and all major importers can meet," said **Giovanni Mantovani**, CEO & Director General of Veronafiere.

"Vinality International, for the first time, offers producers an impressive number of Italian wine importers from the four main cities - Beijing, Guangzhou, Shenzhen and Shanghai - and an important city in the Chinese wine world such as Qingdao. Never before has China attained such high levels of interest and participation in relation to the Italian wine sector," concluded Stevie Kim, Managing Director of Vinality International.

During the three days dedicated to producers and operators in the sector, in the exhibition area inside the **Kempinski Hotel** will alternate business meetings and training occasions.

Scheduled activities include tasting sessions, such as the **Walk Around Tastings**, and educational approaches articulated over various levels, with lectures by the **Vinality International Academy**, held by **Scientific Director Ian D'Agata**, analysing specific issues related to the Italian wine sector with a special focus on the most important production areas, Tuscan wines and the Families of Amarone, as well as the Vinality International Masterclasses, which close programme.

Vinality International - International Media Dept.

Tel: +39 – 045- 8101447)

E-mail: media@vinalitytour.com

Web: www.vinalitytour.com

Twitter: @VinalityTour

Join the Vinality International Network on [LinkedIn](#)

Veronafiere Press Service

Tel.: + 39.045.829.82.42 – 82.85

E-mail: pressoffice@veronafiere.it