



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

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

## VINITALY 2014 PROGRAMME OF PRESS CONFERENCES, MEETINGS AND EVENTS

### SATURDAY 5 APRIL

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| 13.00 | <p><b><i>Opera Wine Press Conference</i></b><br/>         Palazzo della Gran Guardia (Lounge Bar), Verona</p> <p>Organised by: <i>Vinitaly International</i><br/>         Moderator: Stevie Kim, Managing Director, Vinitaly International</p>  |
| 16.00 | <p><b><i>Opera Wine Inaugural Ceremony</i></b><br/>         Palazzo della Gran Guardia</p> <p>Reports by:<br/>         Maurizio Martina, Minister for Agricultural, Food and Forestry Policies<br/>         Flavio Tosi, Mayor of Verona<br/>         Ettore Riello, President of VeronaFiere</p> <p>Event presenter: Ellen Hidding</p> |

### SUNDAY 6 APRIL

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| 10.00 | <p><b><i>Run-up to Vinitaly</i></b><br/>         Vivaldi Meeting Room – Europa Conference Centre</p> <p>Reports by:<br/>         Barbara Blasevich, Member of BoD, Veronafiere<br/>         Fabio Maccari, CEO Cantine di Mezzacorona<br/>         Lamberto Frescobaldi, President BoD Marchesi dè Frescobalidi<br/>         Carlotta Pasqua, National President, Young Italian Wine Entrepreneurs (Agivi)<br/>         Chiara Recchia, Azienda Agricola Fratelli Recchia</p> <p>Event presenter: Ellen Hidding</p>  |
| 11.00 | <p><b><i>Inaugural ceremony Vinitaly 2014</i></b><br/>         Verdi Auditorium, Europa Conference Centre, Palaexpo Veronafiere</p> <p>Reports by:<br/>         Ettore Riello, President of VeronaFiere<br/>         Flavio Tosi, Mayor of Verona<br/>         Giovanni Miozzi, President, Province of Verona<br/>         Paolo De Castro, President of the European Agriculture and Rural Development Commission<br/>         Luca Zaia, President, Veneto Region<br/>         Maurizio Martina, Minister for Agricultural, Food and Forestry Policies</p> <p>Event presenter: Ellen Hidding</p> |

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| 11.00 | <p align="center"><b>Slow Wine Magazine: The Next Big Thing</b><br/>Salieri Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p align="center">Organised by: <i>Slow Food Editore</i></p>   |
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| 12.00 | <p align="center"><b>Seminar: Olive Oil that talks and answers questions<br/>interactive conversation</b><br/>Multi-Purpose Meeting Room, Hall C - Sol&amp;Agrifood</p> <p align="center">Organised by: <i>National Women of Olive Oil Association<br/>in collaboration with innovative start-up Intoote-Trieste</i></p>  |
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| 12.30 | <p align="center"><b>Award ceremony organised by Veronafiere:</b><br/>Special "Vinality Nation 2014" Award<br/>Special "Banca Popolare di Verona 2014"<br/>"Merit in Italian Wine Production" Award<br/>Presentation of "Agrarian Institutes" Awards</p>  |
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| 14.00 | <p align="center"><b>Award Ceremony to the winners of the 12th edition of Sol d'Oro<br/>International Extra Virgin Olive Oil Competition</b><br/>Multi-Purpose Meeting Room, Hall C - Sol&amp;Agrifood</p> <p align="center">Report by: Damiano Berzacola, Deputy Chairman Veronafiere</p>  |
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| 14.30 | <p align="center"><b>Seminar: Meeting with the press from Hong Kong and mainland China</b><br/>Sector journalists and freelancers will debate the topic: wine in magazines<br/>Press Centre, Hall 4/5</p> <p align="center">Organised by: <i>Vinality International</i><br/>Moderator: Fernanda Roggero, Il Sole 24 Ore</p>   |
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| 15.00 | <p align="center"><b>Press Conference: Italian Wine for Expo Milan 2015</b><br/>Ministry of Agriculture Area, ground floor Palaexpo Veronafiere</p> <p align="center">Reports by:<br/>Maurizio Martina, Minister for Agricultural, Food and Forestry Policies<br/>Paolo De Castro, President of the European Agriculture and Rural Development<br/>Commission<br/>Giuseppe Sala, Sole Commissioner-Government Delegate for Expo 2015<br/>Diana Bracco, Italy Pavilion Commissioner<br/>Riccardo Cotarella, President of Assoenologi<br/>Ettore Riello, President of VeronaFiere</p> |

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| 15.00 | <p align="center"><b>AGM - Great Italian "Cru" Committee</b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p align="center">Organised by: <i>Great Italian "Cru" Committee</i></p>  |
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| 15.00 | <p align="center"><b>Award and presentation ceremony<br/>Medal-Diplomas - 18th International Packaging Competition</b><br/>Rossini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p align="center">Report by: Damiano Berzacola, Deputy Chairman Veronafiere</p> |

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|       | Organised by: <i>Veronafiere</i>   |
| 15.00 | <p><b>Press Presentation - New publishing project by Italian Sommelier Association</b><br/> Respighi Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>Italian Sommelier Association</i></p>  |
| 15.00 | <p><b>Sannio vineyard: protecting the landscape and biodiversity</b><br/> Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>Sannio Wine Consortium</i></p>   |
| 15.00 | <p><b>Bankability of energy efficiency in the agro-food sector: focus on wine-growing</b><br/> Mozart Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>BIT spa</i></p>   |
| 15.30 | <p><b>The Wine Italy would like to grow: sustainability, market, European agricultural policy</b><br/> Verdi Auditorium, Europa Conference Centre, Palaexpo Veronafiere</p> <p>Reports by:<br/> Ettore Riello, President of VeronaFiere<br/> Giovanni Mantovani, CEO &amp; Director General of VeronaFiere</p> <p>Organised by: <i>AGRINSIME coordination group - CIA, Confagricoltura, Italian Cooperatives Alliance – Agro-Food Sector (AGCI, Fedagri, Confcooperative, Legacoop Agroalimentare)</i></p> |
| 16.00 | <p><b>Excellence Made in Italy: Presentation of the Guide to Italian Olive Oils 2014 - the best extra virgin olive oils of the 2013 harvest</b><br/> Salieri Meeting Room - Europa Conference Centre, Palaexpo Veronafiere</p> <p>Organised by: <i>Veronafiere in collaboration with Unaprol and Gambero Rosso</i></p>   |
| 16.00 | <p><b>Conference topic: "Legality in the Glass" action plan</b><br/> Ministry of Agriculture Area, ground floor Palaexpo Veronafiere</p> <p>Reports by:<br/> Maurizio Martina, Minister for Agricultural, Food and Forestry Policies<br/> Hon. Angelino Alfano, Minister of the Interior<br/> Roberto Moncalvo, President of Coldiretti;<br/> Gian Carlo Caselli, Chairman of the Scientific Committee of the Observatory on Crime in the agriculture and agro-food system</p>                             |
| 16.00 | <p><b>Seminar: The Russian Market. Italian wines in Russia: trends and future</b><br/> Press Centre, Hall 4/5</p> <p>Organised by: <i>Vinitaly International</i><br/> Moderator: Anton Moiseenko, <i>ViniLeaks &amp; Wine Report Russia</i></p>  |

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| 16.30 | <p><b>Medal and Diploma award ceremony</b><br/> <b>21st International Wine Competition</b><br/> Rossini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Report by: Damiano Berzacola, Deputy Chairman Veronafiere</p> <p>Organised by: <i>Veronafiere</i></p> |
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**MONDAY 7 APRIL**

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| 10.00 | <p><b>Sustainability in the Italian wine chain</b><br/> Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: CUOA Foundation</p>   |
| 10.00 | <p><b>The internationalisation of the Italian food system:<br/> target countries and development strategies</b><br/> Mozart Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>Sistemi Formativi Confindustria</i><br/> <i>in collaboration with ICE Agency, Istat and Federalimentare Servizi</i></p> |
| 10.00 | <p><b>Geology Atlas of Italian Wines -<br/> Presentation of the Selezione del Sindaco 2014 competition</b><br/> Respighi Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>Cities of Wine</i></p>   |
| 10.30 | <p><b>Wine-makers and large-scale distribution:<br/> new strategies for the Italian and foreign market</b><br/> Vivaldi Meeting Room - Basement, Congress Centre Palaexpo Veronafiere</p> <p>Report by: Barbara Blasevich, Member of BoD Veronafiere</p> <p>Organised by: <i>Vinitaly in collaboration with IRI</i></p>  |
| 10.30 | <p><b>Sardinia - Land of Vermentino: culture and innovation</b><br/> Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>Laore Sardinia Agency - Department of Agriculture and Agro-Pastoral Reform - Sardinia Region</i></p>  |
| 11.00 | <p><b><i>Giuliano Poletti, Minister of Employment and Social Policies, visiting Vinitaly</i></b></p>   |
| 11.00 | <p><b>The semiotic square of wine lovers:<br/> wine consumption attitudes in Italy</b><br/> Verdi Auditorium, Europa Conference Centre, Palaexpo Veronafiere</p> <p>Organised by: <i>Bosco Viticultori</i></p>   |
| 11.00 | <p><b>Inauguration of Sol&amp;Agrifood<br/> “How to communicate food safety for olive oil and agro-food products”</b><br/> Forum, Hall C - Sol&amp;Agrifood</p> <p>Report by: Under-Secretary of State, Hon. Giuseppe Castiglione</p>  |

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|       | Organised by: <i>Veronafiere in collaboration with Unaprol</i>  |
| 11.00 | <p><b><i>Politics and the wine. Work and passion</i></b><br/> Ministry of Agriculture Area, ground floor Palaexpo Veronafiere</p> <p>Reports by:<br/> Minister of Employment and Social Policies;<br/> Andrea Olivero, Deputy Minister for Agriculture, Food and Forestry Policies;<br/> Bruno Vespa, journalist, TV presenter and writer</p> |
| 11.15 | <p><b><i>New avenues for quality wine: Innovations, Eco-sustainability and Usability</i></b><br/> Salieri Meeting Room, Europa Conference Centre, Palaexpo</p> <p>Organised by: <i>Maurigi</i></p>  |
| 12.00 | <p><b><i>Press Conference: Istituto del Vino Grandi Marchi celebrates 10th anniversary at Vinitaly in 2014</i></b><br/> Press Centre, Hall 4/5</p> <p>Organised by: <i>Istituto Grandi Marchi</i></p>   |
| 12.00 | <p><b><i>Press Conference: Sicily Region Institutional Event at Vinitaly 2014</i></b><br/> Business Meeting Room, Hall 2 Sicily Region</p> <p>Report by:<br/> Maurizio Martina, Minister for Agricultural, Food and Forestry Policies</p> <p>Organised by: <i>Press Office Expo 2015 and Sicily Region</i></p>                                |

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| 12.30 | <p><b><i>The PDO offering and the local area quality market in Italy</i></b><br/> Multi-Purpose Meeting Room, Hall C - Sol&amp;Agrifood</p> <p>Organised by: <i>Veronafiere in collaboration with Unaprol and Federdop</i></p>   |
| 14.30 | <p><b><i>Navigating the Complexities of the US Wine Market: the three-tier system, media relations and more</i></b><br/> Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>Vinitaly International</i></p>  |
| 15.00 | <p><b><i>Press Conference - Mountain Wine-Growing: a natural source of longevity worth promoting and protecting</i></b><br/> Mozart Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>CERVIM - IAR - Department of Agriculture and Natural Resources - Valle d'Aosta Region</i></p> |
| 15.00 | <p><b><i>Iccrea BancaImpresa and BIT: Financial Services and Tools - Iccrea Banking Group</i></b><br/> Respighi Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>ICCREA BANCAIMPRESA</i></p>   |

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| 15.00 | <p><b>Made in Italy: internationalisation goal</b><br/>Ministry of Agriculture Area, ground floor Palaexpo Veronafiere</p> <p>Reports by:<br/>Maurizio Martina, Minister of Agricultural, Food and Forestry Policies<br/>Mario Guidi, Coordinator of Agrinsieme – President of Confagricoltura<br/>Oscar Farinetti, Founder of Eataly<br/>Andrea Illy, Chairman and CEO of Illy Caffè</p> |
| 15.00 | <p><b>Italian organic wine taking up the market challenge. Objectives and expectations</b><br/>Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Report by: Damiano Berzacola, Deputy Chairman Veronafiere</p> <p>Organised by: <i>FederBio and Veronafiere</i></p>  |
| 15.00 | <p><b>Wine marketing from the label to the web. Towards Expo 2015</b><br/>Salieri Meeting Room, Europa Conference Centre, Palaexpo</p> <p>Organised by: <i>Confederazione Nazionale Coldiretti</i></p>  |
| 15.00 | <p><b>Presentation of the "Promotion of Made in Italy Agro-Food Certification" project</b><br/>Press Centre, Hall 4/5</p> <p>Organised by: <i>Ministry of Economic Development</i></p>  |
| 15.30 | <p><b>Masi Technical Seminar</b><br/>Argento Meeting Room, Basement Palaexpo Veronafiere (A2 entrance)</p> <p>Reports by:<br/>Ettore Riello, President of VeronaFiere<br/>Giovanni Mantovani, CEO &amp; Director General of VeronaFiere</p> <p>Organised by: <i>Masi</i></p>  |
| 15.30 | <p><b>Round Table "Agriculture, Tourism, Environment, Culture: The new Economic Value Chain"</b><br/>Vivaldi Meeting Room - Basement, Congress Centre Palaexpo Veronafiere</p> <p>Organised by: <i>Regional Wine and Olive Oil Institute</i></p>  |
| 15.30 | <p><b>XXVI Masi Technical Seminar. A great Amarone is worth waiting for</b><br/>Argento Meeting Room, Basement Palaexpo Veronafiere (A2 entrance)</p> <p>Organised by: <i>Masi Agricola</i></p>   |
| 15.00 | <p><b>Meeting with:</b><br/><b>Maurizio Martina, Minister for Agricultural, Food and Forestry Policies</b> Ministry of Agriculture Area, ground floor Palaexpo Veronafiere</p>  |
| 16.00 | <p><b>The Presence of Italian Wine in Korea</b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p>   |

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|       | Organised by: <i>Vinitaly International</i>  |
| 18.00 | <p><b><i>The future of Italian wine in the world. Wine as a driving force for exports of Italian agro-food excellence</i></b><br/>Verdi Auditorium, Europa Conference Centre, Palaexpo Veronafiere</p> <p>Organised by: <i>Veronafiere</i></p> |

## TUESDAY 8 APRIL

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| 09.30 | <p><b><i>AGM of the Italian Oenologists Association</i></b><br/>Salieri Meeting Room - Europa Conference Centre, Palaexpo Veronafiere</p> <p>Organised by: <i>Assoenologi in collaboration with Veronafiere</i></p>   |
| 09.45 | <p><b><i>Vineyard Day 2014. Preventing deterioration in vineyards</i></b><br/>Rossini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>Edizioni L'Informatore Agrario</i></p>  |
| 10.00 | <p><b><i>Book Presentation - "Incontri" Markus Oleniuk photographs Poderi Gianni Gagliardo</i></b><br/>Mozart Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>Poderi Gianni Gagliardo</i></p>  |
| 10.00 | <p><b><i>Vine shoots: a primary source for production of renewable energy</i></b><br/>Rossini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>ForGreen in collaboration with Vinitaly</i></p>   |
| 10.15 | <p>Press Conference: <b><i>Wine2Wine Presentation</i></b><br/><b><i>The Vinitaly B2B Observatory</i></b><br/><b><i>Outlook focus export</i></b><br/>Press Centre, Hall 4/5</p> <p>Organised by: <i>Veronafiere</i></p>  |
| 10.30 | <p><b><i>"Sommelier ... but not too much" Book presentation: how to understand wine without too many glasses, with Fede and Tinto, Decanter (Rai Radio2)</i></b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinitaly</i></p> |
| 10.30 | <p><b><i>The good and the beautiful. Wine, food, fashion and design. Genius and craftsmanship of Made in Italy</i></b><br/>Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>National Women in Wine Association</i></p>   |
| 10.30 | <p><b><i>Conference-Debate - 'The good and the beautiful'</i></b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p>   |

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|       | organised by: <i>National Women in Wine Association</i>   |
| 11.00 | <p><b>Concentrated rectified solid must:<br/>utilisation techniques and legislative references</b></p> <p>Vivaldi Meeting Room - Basement, Congress Centre Palaexpo Veronafiere</p> <p>Organised by: <i>Naturalia Ingredients Ltd</i></p>   |
| 11.00 | <p><b>Press Conference: Presentation "Eataly in Verona"</b></p> <p>Press Centre, Hall 4/5</p> <p>Reports by:<br/>Flavio Tosi, Mayor of Verona<br/>Paolo Biasi, President of Cariverona Foundation<br/>Oscar Farinetti, Founder of Eataly<br/>Mario Botta, Architect</p> <p>Organised by: <i>Verona City Council and Cariverona's Foundation</i></p>   |
| 11.30 | <p><b>"Wine? Italians do it better". Promotion of Italian brands on the American market and Presentation of the Report on Wine Promotional Campaigns in the United States by IULM University.</b></p> <p>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Report:<br/>Roger Nabedian, Senior Vice President of Gallo's Premium Wine Division</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinitaly</i></p> |
| 12.30 | <p><b>"Enhancing diversity in the wine sector". Presentation of the results of research promoted by the National Office Against Racial Discrimination UNAR, Presidency of the Council of Ministers, conducted by the Convinco Consortium and Collis Veneto Wine Group</b></p> <p>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinitaly</i></p>                   |
| 13.00 | <p><b>E-commerce: the world wide web captures the origin of true Italian products<br/>The case history of tracked extra-virgin olive oil</b></p> <p>Multi-Purpose Meeting Room, Hall C - Sol&amp;Agrifood</p> <p>Organised by: <i>Veronafiere in collaboration with Unaprol - Italian Olive Growing Consortium</i></p>  |
| 14.00 | <p><b>"Vineyard Day 2014: Pruning Experience 2.0". A practical comparison with Marco Simonit and leading experts in the wine-growing sector</b></p> <p>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinitaly</i></p>   |



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| 14.00 | <p><b>Seminar: meeting with the top sommeliers from Hong Kong.<br/>How to promote Italian wines successfully in Hong Kong</b><br/>Press Centre, Hall 4/5</p> <p>Organised by: <i>Vinality International</i></p> <p>Moderator: Christian Pillsbury, Managing Director Applied Wines</p> |
| 15.00 | <p><b>Unicredit for the wine sector: effective action,<br/>results and new undertakings by the Bank</b><br/>Board Room, 5th Floor Veronafiere</p> <p>Report by: Ettore Riello, President of VeronaFiere</p> <p>Organised by: <i>Unicredit</i></p>                                      |
| 15.00 | <p><b>Seminar: meeting with representatives of Chinese wine importers</b><br/>Press Centre, Hall 4/5</p> <p>Organised by: <i>Vinality International</i></p>  |
| 15.00 | <p><b>Vin - Italians in the world</b><br/>Mozart Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>Az. Agricola Brigaldara, GIFT, SHOP 33 sponsored by Italo-Chinese Chamber of Commerce</i></p>  |
| 15.30 | <p><b>WineNot. The first app for tasting with smartphones</b><br/>Respighi Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p>Organised by: <i>WineNot</i></p>  |
| 15.30 | <p><b>Conservino: wine-sustainable packaging</b><br/>Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>Le Vigne di Zamò</i></p>  |
| 16.00 | <p><b>Seminar: meeting with the top wine Educators in Hong Kong</b><br/>Press Centre, Hall 4/5</p> <p>Organised by: <i>Vinality International</i><br/>Moderator: JC Viens, Grande Passione</p>   |
| 16.00 | <p><b>Prosecco: positioning strategies on international markets</b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinality</i></p>                                     |
| 17.00 | <p><b>Net Wine Italy - one year later</b><br/>Bellini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p>Organised by: <i>IULM University and Marco Polo Experience in collaboration with Vinality</i></p>   |

**WEDNESDAY APRIL 9**

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| 10.00 | <p><b><i>Wine production: driving growth in exports of Made in Italy. New opportunities and assurances supporting profitable growth</i></b><br/> Puccini Meeting Room, Arena Congress Centre Veronafiere, Hall 6/7</p> <p align="center">Organized by: <i>La Collina dei Ciliegi</i></p>  |
| 10.00 | <p><b><i>Local area, tourism and sustainable wine cellar brands</i></b><br/> Vivaldi Meeting Room - Basement, Congress Centre Palaexpo Veronafiere</p> <p align="center">Organised by: <i>Higher School for the Environment, Università Cattolica del Sacro Cuore and Consorzio di Bacino Verona due del Quadrilatero</i></p>   |
| 10.00 | <p><b><i>How to increase sales of Italian wines in Australia. Italian wine meets Australia - Special Made in Italy Promotion Plan - Promotional Campaign for Italian wine in Australia, promoted and financed by the Ministry of Economic Development.</i></b><br/> Salieri Meeting Room, Europa Conference Centre, Palaexpo Veronafiere</p> <p align="center">Report by:<br/> Claudio Solignani - Strategic Planning Director Veronafiere</p> <p align="center">Organised by: <i>Vinitaly in collaboration with Italian Chamber of Commerce and Industry in Australia-Melbourne Inc.</i></p> |
| 10.30 | <p align="center"><b><i>Which certified sustainability?</i></b><br/> Respighi Meeting Room, 1st Floor Palaexpo Veronafiere</p> <p align="center">Organised by: <i>CCPB in collaboration with Certiquality</i></p>   |
| 11.00 | <p><b><i>Press Conference: Amarone and PDO Valpolicella: evolution of a production system with international appeal</i></b><br/> Press Centre, Hall 4/5 Journalists Only</p> <p align="center">Organised by: <i>Valpolicella Wine Consortium and National Institute of Agrarian Economy</i></p>   |
| 12.00 | <p align="center"><b><i>Presentation of Only Wine Festival</i></b><br/> Mozart Meeting Room, 1st floor Palaexpo Veronafiere</p> <p align="center">Organized by: <i>Only Wine Festival</i></p>   |
| 20.00 | <p align="center"><b><i>Gala Evening - "Finitaly"</i></b><br/> Palazzo della Gran Guardia (Lounge Bar), Verona</p> <p align="center">Organised by: <i>National Women in Wine Association</i></p>  |