



A Worldwide Passion
22-25 MARZO 2015
49ª EDIZIONE VERONA



22-25 March 2015

TARGETED INCOMING MAKES VINITALY INCREASINGLY B2B

The coming edition of Vinitaly will provide indications about export trends in light of the devaluation of the euro. Incoming promotion activities by Veronafiere strengthened all over the world, even in European countries.

Verona, 4 February 2015 – Focused incoming activities around the world and *door to door* promotion of Vinitaly on some of the most interesting markets: this is how Vinitaly opens the way for its exhibitors' business. Now at its 49th edition, the largest international exhibition dedicated to wine scheduled 22-25 March 2015 in Verona (www.vinitaly.com) is eagerly awaited by operators as a way to understand developments in international trade in the light of the devaluation of the euro, which could well boost Italian and European wine exports.

Buyers have been directly invited by Veronafiere from Germany, Switzerland and Austria, countries where Vinitaly International has also developed specific promotion initiatives; delegations will arrive from the USA, one of which comprising importing exclusively from Texas, as well as Canada, including one from Ontario, not to mention Russia, the Adria Alps area (Slovenia, Croatia and some regions of Germany, Austria, Hungary), Belgium, Netherlands, Luxembourg, Denmark, Portugal, Czech Republic, Hong Kong, Asean countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Laos, Myanmar, Cambodia), South Korea, China, South Africa, Cameroon, Latin America, United Kingdom, Mozambique, Uzbekistan, Colombia, Argentina, Scandinavian and Baltic Countries, France, Spain, Romania, Bulgaria, India, Egypt, Serbia, Poland, Australia and Japan. Australia and Japan will be the protagonists of specific focus meetings dedicated to companies keen to export to these markets.

"These operators are selected from among the most important not the least in collaboration with ICE, the Italian Foreign Trade Agency," says Giovanni Mantovani, CEO & Director General of Veronafiere, "in order to develop even more business." In 2014, 54,670 international visitors from 119 Countries attended out of a total 155,109, for an incidence of 36.41%. These figures helped achieve customer satisfaction as regards Vinitaly's capacity to support the development of new international contacts effectively of 54%, which improves to 70% for major exhibitors.

All exhibitors take part in Vinitaly to find new business contacts; the target, however, differs in relation to the size of each company. A survey by Wine2Wine - Vinitaly's b2b Observatory - showed that cellars with turnover under 100,000 euros prefer to look to more mature markets, particularly the EU and the USA; larger companies with more tools available mean that wine-makers are more likely to open new markets in countries that are not traditional wine consumers.

Thanks to this wide range of countries represented by invited delegations, Veronafiere is able to organise b2b appointments for every specific requirement. The International Buyers' Lounge will offer guest buyers in the Taste & Buy Vinitaly initiative, involving meetings with exhibiting companies.

The International Buyers' Lounge is located in the Castelvecchio Gallery between Halls 2 and 3. It will be the landmark not for Veronafiere's guest delegations but also for all international buyers.

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