



As the 2013 edition closes, plans for 2014 already include the new VinitalyBio show

GROWING NUMBERS FOR VINITALY 2013

TOTAL VISITORS +6%

FOREIGN OPERATORS +10%

With attendance of 148,000 (53,000 international), Vinitaly 2013 strengthened its position as the leading international wine business exhibition. Top quality operators during the four-day event in Verona were able to contact more than 4,200 exhibitors from over 20 countries. Effective and targeted incoming promotion by Veronafiere ensured an increase of buyers from major markets and the most promising new ones

Verona, 10 April 2013 – The upward trend was evident right from the first day - and final facts and figures clearly confirm this impression.

"We achieved attendance of 148 thousand people, including 53 thousand international from XX countries: this is an important result for one of the major 'Made in Italy' sectors - one that still drives the country's balance of trade as well as providing employment and income in local areas as well as holding high the image of Italy world-wide. A 6% increase in the total visitors rewards more than 4,200 exhibitors from more than 20 countries investing in Vinitaly, thereby clearly acknowledging the international centrality of the exhibition," said the President of Veronafiere, Ettore Riello.

"This increase of 10% in international involvement over 2012," added Giovanni Mantovani, CEO & Director General of Veronafiere, "was equally accompanied by the high quality of visitors. Visitors increasingly include specialised international operators and buyers not only from traditional markets but also from emerging countries, where there is growing interest in Italian wine, such as China and Russia."

Even more journalists attended the event: 2,643 from 47 countries compared to 2,494 from 42 nations in 2012.

A fundamental contribution to such success was the incoming promotional activity implemented Veronafiere through Vinitaly International and its representatives in 60 countries, which made it possible to welcome trade delegations from all continents to Verona, as well as the agreement with ICE – the Italian Agency for International Promotion and Internationalisation of Italian Companies.

Vinitaly's mission includes a strong focus on international markets, whereby every year sees the organisation of targeted initiatives and the signing of agreements with authorities and institutions in order to support export-oriented companies.

OperaWine is one of these events: while dedicated to foreign buyers, it also has a strongly focus on the US market thanks to collaboration Wine Spectator. Moreover, three focus events were dedicated to China this year alongside attendance at the show by an official delegation from the Ministry of Commerce of the People's Republic of China.

Already a showcase for wine all over the world, with OperaWineExpo Vinitaly in Verona will also become the most important wine event in the calendar of scheduled events in Italy for the Milan Expo in 2015, thanks to understanding defined with Giuseppe Sala, CEO of Expo 2015.

Sace and Simest also attended Vinitaly. These two organisations ensure support for the development, competitiveness and internationalisation of Italian companies and already collaborate with

Veronafiere in other sectors and countries, such as Brazil. During the event, Sace presented the latest export report and the guide to high-potential markets 2013-2016 for the wine sector, with a focus on the Veneto. Simest and its CEO Massimo D'Aiuto, on the other hand, outlined a project for promoting Italian "Moscato" wine on foreign markets.

Vinitaly was also the location chosen by Unicredit, Coldiretti, Cia and Confagricoltura to sign the agreement ensuring the support for the wine sector and the presentation of "UniCredit International for Wine" - a project that provides wine-sector SMEs a dedicated series of services to support exports. Vinitaly 2013 also saw the launch of the first Energy and Wine Industry Observatory, with the intention of taking stock of the current situation and forecast future developments in the field of sustainability, best practices and "smart" applications in the production cycle, from the vineyard to the bottle. The event also hosted the "Wine and Energy" convention, which presented the preliminary results of research conducted by the Smart Energy Expo team - Veronafiere's brand new exhibition focusing on energy efficiency scheduled 9-11 October 2013.

While keeping a close eye on the international market, Vinitaly certainly did overlook its home market since this edition saw the presentation of two research projects: the traditional analysis of wine sales in large-scale distribution, this year with in-depth study of the role of retail chains for exports of Italian wine, and the other dealing with wine consumption trends in Italy by ages, taste preferences and place of consumption.

Vinitaly closes today, but its task continues: the new e-commerce initiative VinitalyWineClub was presented on the eve of the event, while stop-offs are already defined in Russia, the USA and Hong Kong for Vinitaly International.

And the 2014 edition is already firmly in mind (scheduled 6-9 April): it will welcome the debut of VinitalyBio, a new section of the exhibition dedicated to certified organic wines organised in partnership with FederBio.

Veronafiere Press Office

Tel.: + 39.045.829.82.42 – 82.85 – 82.10

E-mail: pressoffice@veronafiere.it - www.vinitaly.com