



Verona 22-25 March 2015

SOL&AGRIFOOD: THE STAGE SETTING FOR TASTE WITH A FLAVOUR FOR BUSINESS

The International Quality Agro-Food Exhibition is scheduled alongside Vinitaly and Enolitech and showcases excellence in extra virgin olive oil and food products by small-medium Italian companies. Many of these already export, while others are ready to move into international markets. Buyers will attend from all over the world. International involvement sees Morocco double up its institutional stand.

Verona, 20 March 2015 – There are many innovations at Sol&Agrifood 2015. The International Quality Agro-Food Exhibition opens on Sunday 22 March at the same time Vinitaly and Enolitech, with the aim of connecting small-medium Italian companies and their excellence in agro-foods with international buyers (more than 60,000 professional visitors from 76 countries in 2014). Producers with exhibition stands are not companies handling large numbers but are nevertheless capable of working on international markets thanks to the uniqueness of their offerings. They have a business vision that goes beyond national boundaries and this is why they invest resources, often exclusively in-house, to take part in Sol&Agrifood even outside the scope of regional group shows.

For these companies, Veronafiere - not the least thanks to collaboration with ICE-Italian Trade Agency - carries out targeted incoming promotion activities (this year in particular in China, Japan, Sweden, Finland, Denmark, Estonia, Latvia, France, Tunisia, Egypt, Russia, Romania, Portugal, India, Bosnia and Herzegovina, Panama, Peru, Singapore, Burma, Philippines, Uzbekistan) and also organises b2b meetings in walk-around tasting style.

International institutional exhibition attendance even includes companies from Croatia and a group from Morocco, which has doubled up its space compared to 2014.

Sol&Agrifood is located in Hall C at Veronafiere and showcases the most important food sectors, from pasta to meat, confectionery specialities, cheese, sauces, honey, balsamic vinegar, beer and coffee. Some have dedicated spaces and events, in particular: the new Cheese Experience and A Taste of Coffee events, the Beer Area (expanded this year) and the Oil Bar, with tastings of the extra virgin olive oils taking awards in Sol d'Oro Southern Hemisphere and Sol d'Oro Northern Hemisphere competitions.

The main appointments at Sol&Agrifood. The Forum boasts an impressive programme of tastings and cooking shows. It is the heart of the exhibition and the place where producers can explain their products. It is also the stage for the inaugural conference titled "Defending Quality and Consumers. The Italian Model" (23 March, 10.30 a.m.) in collaboration with Unaprol and the Parliamentary Anti-counterfeiting Inquiry Committee, as well as appointments for journalists with Press Coffee Break (23 to 25 March 9.30-10) every day with two analytical meetings focusing on economic insights, one dealing with olive oil and the other with food, not to mention Find the Fake, the tasting course created by Unaprol.

The Multi-Purpose Meeting Room will host in-depth meetings and conventions, including on Monday 23 March at 16:00-17:00 the Conference for exhibitors organized in collaboration with Teatro Naturale titled "Anti-top up cap and new food labelling", divided into two parts: one dealing with legislation, the other discussing marketing.

The potential of agro-food exports is the focus for the Conference organised by the Ministry of Agriculture titled "Export Target 50 Billion Euros: which ways ahead for promotion?" scheduled on Monday 23 March at 10.15 in the Puccini Meeting Room - Arena Conference Centre between Halls 6/7.

Sol Goloso Restaurant. For lunch, Sol&Agrifood offers a daily appointment with the excellent food in the Sol Goloso Restaurant in collaboration with Brand Events Italy, the organisers of Taste of Rome and chefs Giulio Terrinoni of Acquolina Hostaria and Angelo Troiani of Il Convivio Troiani in Rome as exceptional guests in Verona.

The programme of events (conferences, tastings, cooking shows, Sol Goloso) in the VISITORS AREA of the www.solagrifood.com

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