



A Worldwide Passion  
**22-25 MARZO 2015**  
49° EDIZIONE VERONA



*Sol&Agrifood and Enolitech also inaugurated alongside Vinitaly*

**49<sup>TH</sup> VINITALY INAUGURATED**  
**THE WORLD OF INSTITUTIONS SUPPORTING THE WINE SECTOR:**  
**MADE IN ITALY WORTH MORE THAN 14 BILLION EUROS**

**Minister Martina inaugurated the 49th edition of the world's most important International Exhibition of Wines and Spirits, together with the President of Veronafiere, Ettore Riello, the Mayor of Verona, Flavio Tosi, the President of Verona Province, Antonio Pastorello, and the President of the Veneto Region Luca Zaia.**

**Minister Martina: "We are the protagonists of an extraordinary internationalisation plan that sees agro-foods at the heart of initiatives".**

**Verona, 22 March 2015** - *"The wine sector is a fundamental asset for Italy that generates more than 14 billion euros in revenue through thousands of companies that represent the richness of our local areas with passion, innovation and professionalism. We want to help such excellence to grow by releasing them from the weight of bureaucracy that has grown in recent years. Over the last twelve months, we have implemented streamlining that has seen the abolition of 64,000 registers, cut unnecessary bureaucracy and at last truly begun to put the public administration at the service of companies. We have also approved the long-awaited decree for planting rights and we were protagonists of extraordinary internationalisation plan that sees agro-foods at the heart of the action."*

This was how the **Minister of Agricultural, Food and Forestry Policies, Maurizio Martina** inaugurated the 49<sup>th</sup> edition of Vinitaly today - the landmark international event for the wine and spirit sector scheduled at Veronafiere until Wednesday 25 March.

The wine sector, which in 2014 has generated over 5.11 billion euros in exports, is now at the centre of major changes in terms of legislation.

*"The next steps envisage the application of the single register for controls and the consolidated wine text, which we hope to conclude by 2015, the year of the Universal Exposition. Consequently, Vinitaly is a crucial step towards the event in Milan, where the Wine Pavilion will highlight the Italian wine-making experience for 6 months. This is also a key moment as regards exports since it promotes on a world-wide scale the richness and diversity of Italy's heritage of vines and wines,"* **Minister Martina** concluded, who will officially present the Consolidated Wine Text tomorrow at 16:00 in the Mipaaf-Ministry of Agriculture Area.

Over 4,000 exhibitors are taking part, with professional visitors from 120 countries and trade delegations from 52 nations. These are the facts and figures that open Vinitaly 2015 (held in conjunction with Sol&Agrifood, the quality agro-food show, and Enolitech, the exhibition devoted to wine and olive growing technologies).

*"This edition of Vinitaly is characterized by very important institutional attendance and involvement,"* **said the President of Veronafiere, Ettore Riello**. *All this is a clear sign that the system believes strongly in the wine sector and is ready to support the achievement of undoubtedly ambitious but certainly feasible growth objectives. An approach Vinitaly has and always will play its part, as the landmark for the entire value chain, in Italy and abroad. This is why we were chosen by Mipaaf-Ministry of Agriculture to develop of the first ever Wine Pavilion in the history of Expo.*

*Thanks to **Vino – A Taste of Italy** at Expo 2015, we are proud to provide all our know-how matured in over 100 years of experience in the organisation of events dedicated to the agro-food sector."*

The ribbon-cutting ceremony, in addition to Minister Martina and President Riello, also saw speeches in accordance with protocol by the Mayor of Verona, Flavio Tosi, the President of Verona Province, Antonio Pastorello, and the President of the Veneto Region, Luca Zaia.

*"Vinitaly is a time of major commitment for the city of Verona. We are fully aware of the importance of this event for the national exhibition system as a whole and especially the fact that this year it is the visiting card of our area for Expo," said **Flavio Tosi, Mayor of Verona** . The success of Vinitaly proves that Verona and its Exhibition Centre are able to respond with determination, year after year, to the challenges of a market where quality, efficiency and innovation of the solutions proposed are the trump cards. We are confident that the Show inaugurated today will further enhance its global leadership."*

*"It is with pride that I bring to Vinitaly the expression of a local area that, more than any other, represents the best in wine-growing. The Province of Verona in fact boasts 8,500 companies working in the field, representing to 33% of production in the Veneto Region and more than 5% on a national scale. Almost 50% of production in the Verona area - in other words more than 1,400,000 hectolitres of wine - has DOC or DOCG status. Verona is the leading Italian province for exports in terms of value, coming close one billion euros with a 13% share on a national scale," added **Antonio Pastorello, President of Verona Province**.*

*"The Veneto is the capital of the wine and Vinitaly bears witness to this once again. An extraordinary event, which enhances wine as the authentic jewel of agriculture with a vocation for excellence such as ours," said **Luca Zaia, President of the Veneto Region** –. Agriculturists in the Veneto Region are genuine masters in terms of wine production. Behind every bottle, there is not only talent, professionalism and innovation but also slices of history, identity and the traditions of our local areas. And we must assure our companies less bureaucracy and lower taxes, while also protecting traditions and the heritage of wine-making passion and skill. Technical expertise also needs experience and the ability to look into the future by helping young people find roles in agriculture to help ensure continuity, generational turnover and innovation".*

**Veronafiere Press Service**

**Tel.:** + 39.045.829.82.42 – 82.85

**E-mail:** [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)

**Twitter:** @pressVRfiere

**Web:** [www.vinitaly.com](http://www.vinitaly.com)