



Scheduled in Verona 7-10 April 2013

WINE EXPORTS PASS THROUGH VINITALY

The largest exhibition dedicated to over time has acquired two roles as a promotional showcase and a business centre for matching international supply and demand. Now at its 47th edition, Vinitaly is further intensifying incoming activity through the work of its delegates in 60 countries and an agreement with ICE: a vital commitment in order to maintain the high level of satisfaction expressed by international exhibitors and operators in the survey carried out by Veronafiere at the end of the 2012 edition.

Verona 23 January 2013 – Export data confirm that international sales are the anti-crisis recipe for Italian wine. An opportunity promoted by Veronafiere for more than 15 years since turning Vinitaly and Vinitaly International into tools for the internationalisation of Italian wine-makers.

Inasmuch, even in times of crisis, Vinitaly - scheduled 7-10 April 2013 (www.vinitaly.com) - is an appointment companies never wish to miss because, as highlighted by a customer satisfaction survey carried out at the end of the 2012 edition, attendance helps consolidate business image (97%), verify interest in products (98%) and evaluate the market and competition (95%).

The importance of taking part also applies to international operators. In a survey focusing on international visitors last year, 86% of interviewees attended Vinitaly to find new contacts, understand new trends and finalise purchase contracts.

The upcoming edition will see even further growth in attendance by foreign buyers thanks to the efforts of Veronafiere's delegates in 60 countries and an agreement with ICE - the Agency for international promotion and internationalisation of Italian companies - to boost arrivals in Verona by new operators. This will help enhance b2b contacts for exhibiting companies, which are already confirming their space requirements in line with last year; enrolments are in keeping with 2012.

Vinitaly - ranking every year as the world's largest international exhibition event dedicated to wine - offers international traders and operators the only complete landmark for the Italian offering in this field. Nor should it be overlooked that this offering represents the best of world oenology in terms of quality and originality, thanks to Italy's heritage of native grape varieties, competitive prices in relation to the appeal of "made in Italy" and the culture that Italian wine represents all over the world.

"Maintaining leadership in the International wine trade, with a 23% market share," said Giovanni Mantovani, CEO & Director General of VeronaFiere, "it is essential to continue promoting a unified image of the Italian wine system in order to strengthen to the values of our traditions as well as to valorise the resources implemented."

Veronafiere Press Office

Tel.: + 39.045.829.82.42 – 82.85 – 82.10

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