



"Stage Two" underway for promotion and business on international markets

DEBUT FOR WINE2WINE ASIA WITH ACCESS TO CMO FUNDS THROUGH VINITALY INTERNATIONAL

Giovanni Mantovani, CEO & Director General, announced today the signing of a memorandum of understanding with representatives of the HKTDC for attendance at the Hong Kong International Wine&Spirit Fair 2016.

Verona, 10 May 2016 - "Stage two" of the wine promotion and business programme for international markets coordinated by Veronafiere through Vinitaly International will start off in Hong Kong.

A memorandum of understanding was signed today at VeronaFiere's head offices in Verona with HKTDC for the creation of wine2wine Asia and attendance at the Hong Kong International Wine&Spirit Fair 2016 (10-12 November): the meeting was attended by Johnny Wan, HKTDC Exhibitions Market Development Director, Gianluca Mirante, HKTDC Italy Director, Stevie Kim, Managing Director of Vinitaly International and Giovanni Mantovani, CEO & Director General of Veronafiere.

"Vinitaly International returns to Hong Kong in November for the seventh year with a good many important innovations," said CEO & Director General, Giovanni Mantovani. The first is the addition of an interactive space to the classic Vinitaly show area where Vinitaly International will coordinate wine2wine Asia, the new event dedicated to the wine business scheduled on 9 November, the day before the official start of the Hong Kong International Wine and Spirits Fair. This new event is destined to become - following the example set in Verona with the creation of an Italian wine community - a unique opportunity for producers and operators in the sector to find ideas, updates and insights dealing with the latest trends and topics through meetings and workshops with internationally renowned speakers.

"The second innovation," Mantovani concluded, "is entirely dedicated to producers keen to take part in the event who this year will be able to take part in Vinitaly Hong Kong even by purchasing made-to-measure packages that also offer the chance to obtain CMO funds directly through Vinitaly International. This is an important upgrade for our internationalization operations, not the least in the wake of the excellent results seen during the 50th edition of Vinitaly in Verona - which posted a 23% increase in foreign buyers from all major established and emerging markets, with peaks of +130% for China."

The memorandum signed today envisages that Vinitaly Hong Kong will be the exclusive area dedicated to Italy, in collaboration with ICE, and the authentic focal point for Italian wine producers. The interactive areas dedicated to "wine2wine Asia" will be converted into tasting rooms and a lounge to provide space for the Vinitaly International Academy educational mission and a networking area where other Italian gastronomy products can also be tasted.

The last edition organized by Veronafiere with Vinitaly International attracted a record attendance with more than 1000 sq.m. exhibition space hosting more than 150 wine producers, including 135 Italians, with over 800 labels available for tastings (www.vinitalyinternational.com).

Links to photos:

<http://i.imgur.com/s6ip62E.jpg> Johnny Wan, HKTDC Exhibitions Market Development Director, and Giovanni Mantovani, CEO & Director General of Veronafiere

<http://i.imgur.com/n4uKWLd.jpg> Gianluca Mirante, HKTDC Italy Director, Johnny Wan, HKTDC Exhibitions Market Development Director, Giovanni Mantovani, CEO & Director General of Veronafiere, and Stevie Kim, Managing Director of Vinitaly International

Veronafiere Press Office Tel: +39.045.829.82.42 82.85 83.50 E-mail: pressoffice@veronafiere.it
Web: www.veronafiere.it | Twitter: @pressVRfiere