



Appointment in Verona 9-12 April 2017

INTERNATIONALISATION: AFTER BUYERS, VINITALY NOW FOCUSES ON FOREIGN EXHIBITORS

As of 31 August, already-registered exhibitors were up by +11% with +5% demand for show areas compared to the same date last year. The International Wine and Spirits Exhibition thereby confirms its status as the not to be missed appointment for professionals from all over the world; extra space for Vininternational will also encourage new business opportunities.

Verona, 23 September 2016 – After focusing on internationalisation of visitors, Vinitaly (Verona, 9-12 April 2017 – www.vinitaly.com) now turns its attention to international exhibitors among its objectives, after the 50th edition in 2016 defined guidelines for action in coming years.

"In 2016, we distinctly separated b2b from b2c, expanded services and multiplied opportunities for meetings between exhibitors and international buyers during the show, while at the same time moving all consumer-related aspects to the *Vinitaly and the City* off-show event held in the city centre. The next step," said Maurizio Danese, President of Veronafiere, "is to broaden the number of companies attending from abroad in order to open new business channels."

To this end, VinInternational - the special area dedicated to international wine productions - will be expanded and incorporated into Hall D at Vinitaly, next to the new Buyers' Lounge. This reconfiguration means we can accommodate more wine cellars from the most important producing countries attracted by the visibility ensured by the largest international wine show.

Expectations for 2017 are good. As the only international wine show capable of attracting 130,000 professional visitors from 140 countries, Vinitaly is making ready for the next edition with boom registrations: +11% for exhibitors and +5% demand for show space as of 31 August. On an international scale, there are new entries from the USA, in addition to confirmations from countries attending last year, with France and Spain in the forefront.

"This trend proves the validity of the guidelines we defined for ourselves as of the 50th edition," says Giovanni Mantovani, CEO & Director General of Veronafiere. This project achieved excellent results in 2016 and meets the expectations of wine cellars. And with registrations up alongside demand for show area seven months ahead of the next event, the clear signal is that Vinitaly is a not to be missed event."

Confirmation of these results comes from the customer satisfaction survey commissioned by Veronafiere carried out by an independent agency last April. It highlighted the growing intention among exhibitors in 2016

to attended again in 2017, with a distinct increase in overall satisfaction levels as regards attendance at Vinitaly thanks to improvement in the quality of visitors and the business leads generated.

There were 50,000 registered international wine professionals in 2016, accounting for 38.5% of the total number of visitors; of these 28,000 were figures considered on an international scale to top buyers, such as leading wholesalers, import-export groups in the sector and large scale retail distribution. Visitors taking part represented all categories in the wine sector, especially operators in the horeca channel, wine bars and sommeliers.

Confirmation of Vinitaly's appeal is evident in attendance from 140 countries. There was significant growth in 2016 for traders arriving from the most important countries (United States +25%, Germany +11%, United Kingdom +18%, France +29%, Canada +30%, China + 130% and Russia +18%), as well as from Africa which, with +40% (South Africa +110%, Tunisia +100%, Morocco +34%, Mozambique +133% and Nigeria +250%), emerges as the new frontier for wine consumption.

As regards customer satisfaction, 90.7% of foreign visitors interviewed indicated a medium-to-excellent cost-benefit ratio for Vinitaly, so much so that 8 out of 10 will return in 2017.

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