

Press Release

**WINE & VINITALY: INTERNATIONAL PROMOTION SETS OFF AGAIN 9-11 MAY WITH WINE TO ASIA IN SHENZHEN**

**MORE THAN 500 WINE BRANDS FROM 30 COUNTRIES HOSTED IN THE EXHIBITION CENTRE ORGANISED BY VERONAFIERE. ITALY IN THE FOREFRONT WITH 120 WINERIES**

*The three-day B2B event also includes 15 master classes and 5 pop-up talks with Chinese wine influencers. The Off Show event will also be held 1-11 May across 60 venues in 9 cities*

**Shenzhen, 2 May 2024**. International promotion under the Vinitaly brand gets going again in China with the second edition of **Wine to Asia**, the main international wine and spirits exhibition scheduled at the Convention Centre (Futian) in Shenzhen **9-11 May**.

Organised by **Veronafiere** in collaboration with its long-standing partner *Shenzhen Pacco Communication,* Wine to Asia 2024 already boasts attendance by more than **500 brands** (+11% compared to 2023) from 30 countries: from California to Eurasia, Argentina to the Balkans through to Italy in its own Show Hall attended by 50 companies promoted by the **ICE Trade Agency**. This contingent once again this year makes the Italian Pavilion the largest in a trade fair dedicated to wine and spirits in Asia. At the same time, this flanks the Made in Italy wine offering in the Greater Bay Area, Asia's Silicon Valley. Thanks to incoming efforts implemented by Veronafiere's Italian-Chinese delegates, Shenzhen will also welcome the Franciacorta Tutelage Consortium and a further 70 wineries located in the exhibition area of the event. The second edition of Wine to Asia focuses on six theme areas: Living Wine, the international natural wine area, with the début by Vi.Te producers; Hey Whisky; Hunter Gallery; Top 100 Chinese Wines Lounge by Lili Zhu; The Champagne Lounge and the VIP Lounge with the Grana Padano Consortium (Parmesan Cheese) as exclusive partner. The four main Italian wine importers in China (Globally, Zefiro, Sarment and Interprocom) have confirmed attendance, while De Longhi confirms its involvement with a new format specifically targeting home design.

As regards the three-day programme, in addition to B2B appointments, the calendar also includes 5 pop-up talks with some of today's top Chinese *wine influencers* and **15 master classes**, two of which guided by Andrea Lonardi MW: *Italianity: the remarkable uniqueness of Italian wines* organised by ICE Trade Agency and *Grown from earth, aged in earth: clay-aged wine master class* by Wine to Asia with interventions also by Cassidy Dart MW and Julien Boulard MW.

The three MWs and Master Sommelier Lu Yang (the only person in China boasting this title) are also protagonists of the focus on amphora wines. An Asian preview of **Amphora Revolution**, the new Merano Wine Festival and Vinitaly exhibition scheduled at the Gallerie Mercatali in Verona 7-8 June.

Not only business. Wine to Asia will also host the **Off Show event**  1-11 May. The second edition is staged in almost 60 wine bars, restaurants and bistros in 9 cities (Shenzhen, Guangzhou, Hong Kong, Macau, Zhuhai, Foshan, Dongguan, Huizhou and Zhongshan) with events and initiatives for Chinese wine enthusiasts.

**Official halls of exhibiting countries**: Argentina (promoted by the Argentine Consulate in Guangzhou and Wines of Argentina); China and Eurasian countries (China Eurasian Business Council); Georgia (LEPL National Wine Agency); Italy (ICE Trade Agency); Serbia (Open Balkan - Wine Vision); Slovenia; Uruguay (Consulate of Uruguay in Guangzhou); South Africa and Yantai.

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