****

*The international wine and spirits exhibition scheduled in Verona 2-5 April 2023*

**55th VINITALY: BUSINESS-ONLY FROM TOMORROW AT VERONAFIERE WITH 4,000 COMPANIES FROM 30 COUNTRIES**

**Posting turnover of 31.3 billion euros, with almost 8 billion from exports, 530,000 companies and 870,000 employees, the Italian wine sector is an important asset in the Italian economy - and its main platform for international promotion is precisely Vinitaly.**

**Wine is strategic value chain for the country and this is clearly confirmed by close from institutions attending Vinitaly as of tomorrow, with Lorenzo Fontana, President of the Chamber of Deputies; Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry; Gennaro Sangiuliano, Minister of Culture, Antonio Tajani, Minister of Foreign Affairs; Matteo Salvini, Minister of Infrastructure and Transport; Orazio Schillaci, Minister of Health, and Adolfo Urso, Minister for Business and Made in Italy.**

**The inauguration of the 55th Vinitaly is set for 11:00 (Verdi Auditorium, basement, Palaexpo, Veronafiere). This will be followed at 12.30 by the ribbon cutting ceremony for “Italia Spazio Espositivo” (Ministry of Agriculture area, ground floor, Palaexpo), joined by the unveiling of paintings from the “Bacco Divino” exhibition on loan from the Uffizi Gallery.**

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

**Verona 1 April 2023.** Vinitaly: Veronafiere once again welcomes the most important wine and spirits exhibition 2-5 April. More than 4,000 exhibiting companies from more than 30 countries, 100,000 square metres of net exhibition area and 17 fully-booked show halls. These are some of the facts and figures for 55th event as it re-states its role as the main international b2b platform for the wine world.

The number of international operators alone is expected to come to more than 25,000 from over 130 countries (2022 data).

In the meantime, a new record has already been set with 1,000 top buyers from 68 countries arriving in Verona: super-buyers selected, invited and hosted by Veronafiere in collaboration with ICE Trade Agency (up by 43% compared to last year).

An all-business edition of Vinitaly, with more than 10,000 business appointments already scheduled before the exhibition even begins between sector companies and professionals thanks to the online matching system.

Vinitaly is joined at the same time by two other professional exhibitions - Enolitech and Sol&Agrifood - bringing total exhibitors to more than 4,400 companies.

Analysis by the Uiv-Vinitaly Observatory and Prometeia, Italian wine is the standard-bearer for Made in Italy 4A exports (Clothing, Food, Furniture, Automation), with a balance of trade of 7.4 billion euros . Italy's wine industry is worth 31.3 billion euros, boasts 530,000 companies with around 870,000 employees.

A strategic value chain for the Italian economy, as clearly confirmed by institutional attendance at Vinitaly as of tomorrow.

The **inauguration** of the 55th Vinitaly is scheduled at **11:00** in the Verdi Auditorium (basement, Palaexpo, Veronafiere) with greetings by: Lorenzo Fontana, President of the Chamber of Deputies; Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry; Gennaro Sangiuliano, Minister of Culture, Luca Zaia, President of the Veneto Region; Damiano Tommasi, Mayor of Verona: Flavio Massimo Pasini, President of the Province of Verona; Federico Bricolo, President of Veronafiere

The **Vinitaly International Awards** will then be presented, attended by Pasquale Salzano, President of Simest; Matteo Zoppas, President of ICE Trade Agency; Danese, Managing Director, Veronafiere

This will be followed at**12 noon**  by the inauguration of the **Veneto Region** stand (Hall 4, position D4/E5), with Governor Luca Zaia.

Afterwards, at **12.30**, the **Ministry of Agriculture area** (ground floor, Palaexpo) well welcome the ribbon cutting ceremony of "Italia Spazio Espositivo", with the unveiling of paintings loaned by the Uffizi Gallery - "Young Bacchus" by Guido Reni and "Bacchus" by Caravaggio, for the "Bacco Divino" exhibition. Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry; Gennaro Sangiuliano, Minister of Culture; Eike Schmidt, Director of the Uffizi Gallery Entrance  **to this event is reserved for journalists and operators accredited by the Ministry of Agriculture** (email [ufficiostampa@masaf.gov.it](mailto:ufficiostampa@masaf.gov.it); mobile 344.020.0031). It will also be streamed live on the Ministry's Facebook page (<https://www.facebook.com/Masafsocial>) and projected on video walls outside the Ministry's exhibition area.

at **14:00** (Veronafiere Office Building entrance), Vinitaly will welcome the arrival of the **international delegation from the Balkans** with Aleksandar Vučić, President of the Republic of Serbia, Edi Rama, Prime Minister of Albania, and Dimitar Kovachevski, Prime Minister of North Macedonia. They will be greeted by Antonio Tajani, Minister of Foreign Affairs; Matteo Zoppas, President of ICE Trade Agency; Luca Zaia, President of the Veneto Region; Federico Bricolo, President of Veronafiere

At **5:30**, the Respighi hall (first floor, Palaexpo) hosts the meeting organized by the Ministry of Agriculture **"Wine: building a system"** attended by Antonio Tajani, Minister of Foreign Affairs; Patrizio La Pietra, Undersecretary at the Ministry of Agriculture (Masaf); Matteo Zoppas, President ICE Trade Agency; Ettore Prandini, President of Coldiretti; Massimiliano Giansanti, President of Confagricoltura; Cristiano Fini, President of CIA; Tommaso Battista, President of Copagri; Riccardo Cotarella, President of Assoenologi; Luca Rigotti, wine-growing sector coordinator with Alleanza Cooperative: Lamberto Frescobaldi, President of the Italian Wine Union; Micaela Pallini, President of Federvini; Giangiacomo Gallarati, President of Federdoc

A private visit to Vinitaly by Matteo Salvini, Deputy Prime Minister and Minister of Infrastructures and Transport, and Orazio Schillaci, Minister of Health, is also scheduled in the morning.

At**18.00**, Adolfo Urso, Minister of Business and Made in Italy, will visit the **Vinitaly and the City** off-show event in Piazza dei Signori, in the historic centre of Verona, accompanied by Matteo Gelmetti, Vice President of Veronafiere.

PRESS INFO

**Exhibition Centre entrances:** Cangrande (Viale del Lavoro) and Re Teodorico (Viale dell'Industria)

**Access times:** 09:30 - 18:00 (until 16.30 only on 5 April).

**Press accreditation:** kindly compile the online request form <https://www.veronafiere.it/area-stampa/accredito-stampa/accredito-stampa-vinitaly-2023/>.

Accreditation, if applicable (see online), can also be performed at two points in the Exhibition Centre: Palaexpo Press Accreditation Centre (Viale del Lavoro) or Press Accreditation Desk c/o the ticket office at the Re Teodorico entrance (Viale dell'Industria).

For any questions relating to press accreditations for Vinitaly 2023, the specific number to call is exclusively 045.96.91.220.

**Press Room:** Delle Erbe Service Centre, first floor, gallery between Halls 4/5; WI-FI network: "Press Room", password "PressServices"

**Parking areas:** on showing Journalist ID and the Vinitaly press pass, there is free parking subject to availability in the Palaexpo forecourt and visitor car parks. All information about traffic conditions is available online through the event website <https://www.vinitaly.com/verona/viabilita-e-parcheggi/>, while the locations of the car parks is available on Google Maps: <https://www.vinitaly.com/map/>.

**Exhibition Centre Map** <https://vinitaly.g2k.it/media/qc3oc1a1/mappa-vinitaly-2023-169.jpg>.

**Vinitaly 2023 Press Kit** <https://www.vinitaly.com/press/cartella-stampa/>.

**Vinitaly 2023 events and tasting programme:** <https://liveshop.vinitaly.com/eventi/?date=2023-04-02T00:00:00&fair=6004>.

**Photo material:** send requests to [vinitalypress@veronafiere.it](mailto:vinitalypress@veronafiere.it).

**Video material:** films, interviews and cover images at <https://media.filmand.it/s/vinitaly2023> (pw: stampa); services on <https://www.veronafierechannel.it/>.

**Veronafiere Press Service**

Tel.: + 39.045.829.83.50 - 82.42 - 82.10 – 84.27

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

Twitter: @pressVRfiere | Facebook: @veronafiere

Web: [www.veronafiere.it](http://www.veronafiere.it)

**Ispropress**

Benny Lonardi (393.455.5590; direzione@ispropress.it)

Simone Velasco (327.9131676; simovela@ispropress.it)