

# Vinitaly China Roadshow

7<sup>th</sup> EDITION | 2<sup>nd</sup> - 6<sup>th</sup> SEPTEMBER 2024



**Shanghai**

Monday 2<sup>nd</sup>  
September

**Xi'an**

Wednesday 4<sup>th</sup>  
September

**Guangzhou**

Friday 6<sup>th</sup>  
September



PRESENTED BY



ORGANIZED BY



IN COLLABORATION WITH

[madeinitaly.gov.it](http://madeinitaly.gov.it)



7<sup>th</sup> EDITION

# Vinitaly China Roadshow 2024

SHANGHAI-XI'AN-GUANGZHOU

2<sup>nd</sup> - 6<sup>th</sup> SEPTEMBER

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**PASSION IN BUSINESS**

# ABOUT VINITALY CHINA ROADSHOW



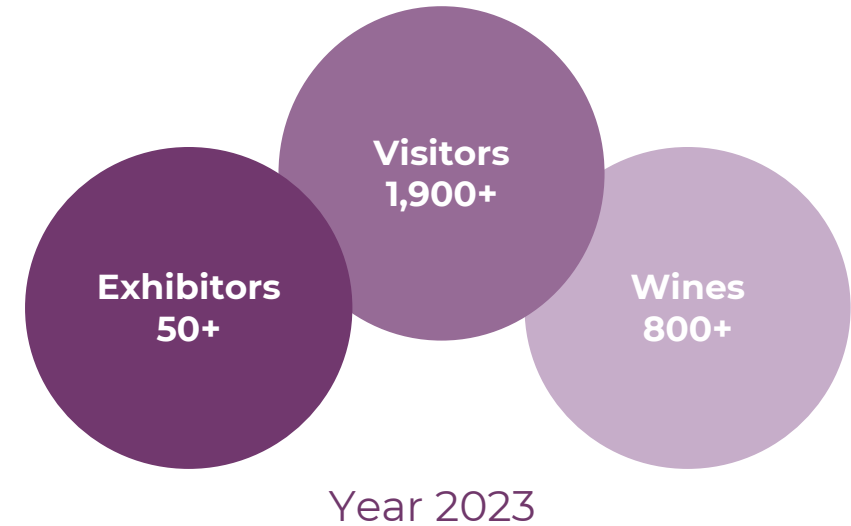
Vinitaly has supported wine industry producers since 1967, making an active contribution to the growth of the wine system by creating business opportunities in Italy and around the world, as well as promoting occasions for networking between wine-makers and sector professionals.

The Vinitaly China Roadshow started from 2018, organized by **Veronafiere/Vinitaly**, together with **Ministry of Foreign Affairs and International Cooperation, ITA/ICE-Italian Trade Agency** and powered by Shenzhen Baina. There will be **local and strategic partners** in each city of the Roadshow.



# FACTS & FIGURES

- Year 2018 in Shenzhen, Changsha, Wuhan
- Year 2019 in Beijing, Zhengzhou, Xi'an, Guangzhou
- Year 2020 in Shanghai, Xiamen, Chengdu
- Year 2021 in Beijing, Qingdao, Chongqing
- Year 2022 in Shanghai, Nanning, Shenzhen
- Year 2023 in Beijing, Changsha, Hangzhou
- Year 2024 in Shanghai, Xi'an, Guangzhou



	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022	Year 2023	Year 2024 (Estimated)
Exhibitors	40+	50+	60+	60+	40+	50+	50+
Visitors	1,500+	3,500+	2,000+	1,800+	1,800+	1,900+	2,000+
Wines	300+	500+	700+	800+	600+	800+	700+

# FACTS & FIGURES

The sixth edition of Vinitaly China Roadshow gathered more than 50 exhibitors bringing over 800 fine wines from all of the 20 regions of Italy, with the B2B tastings in 3 cities attracted more than 1,900 professional buyers participated in.

Among them, wine importers, distributors, wholesalers, agents and Ho.Re.Ca. industry practitioners accounted for 71%.



# 2024 EDITION

The seventh edition of Vinality China Roadshow will land in **Shanghai, Xi'an and Guangzhou** on **September 2nd to 6th**.

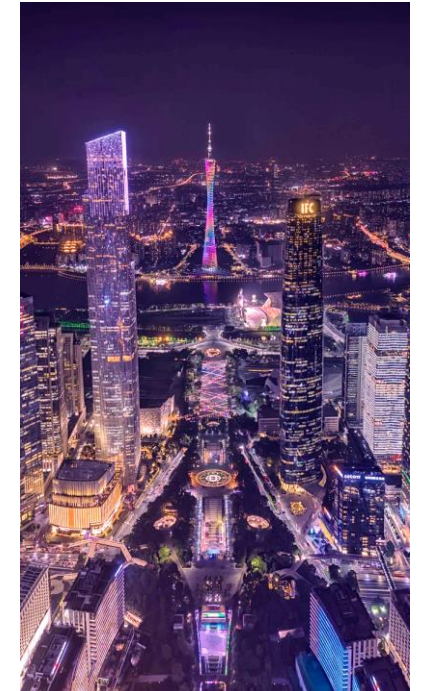
The event, as in previous editions, includes **walk around tastings** in five-star hotels where operators in the wine and spirits sector and media will be invited.



9/2 Shanghai



9/4 Xi'an



9/6 Guangzhou

# 2024 EDITION



At the same time, **masterclasses** will be held with first-level lecturers and it will be organized the fifth edition of the **Italian Wine Week**.

And, for the seventh consecutive year, the **Vinality WeChat Mini Program** will provide an upgraded digital support for the event.



Masterclasses



Italian Wine Week



Mini Program

# MASTERCLASSES

For 2023 edition, with the three important Italian wine associations, **BBWO - Barolo Barbaresco World Opening**, **Consorzio Tutela Vini Valpolicella** and **Consorzio per La Tutela del Franciacorta**, we have invited

- **Sophie Liu** - Independent wine critic, famous Italian wine and spirits expert and writer
- **Fongyee Walker MW** - The first Master of Wine resident in China, founder of Dragon Phoenix Wine Consulting
- **J.C Viens** - VIA Italian Wine Ambassador, judge of DWWA

to bring four high quality masterclasses in Beijing, Changsha and Hangzhou.





# ITALIAN WINE WEEK



The Italian Wine Week started from 2020, is organized by Veronafiere China and it is the **B2C campaign** of Vinality China Roadshow. The fifth edition will be held from **September 2nd to 8th, 2024**.

Targeting the most important **wine bars & bistros & restaurants** in Shanghai, Xi'an and Guangzhou, we would like to carry out a sense of “**cultural community**” between Italian wine consumers, importers, distributors and F&B enterprises by offering exclusive opportunities combining with Italian gastronomy and beyond.

It's an added-value campaign on the basis of Vinality China Roadshow for our visitors, as well as an opportunity for our exhibitors and IWW participants to boost businesses.

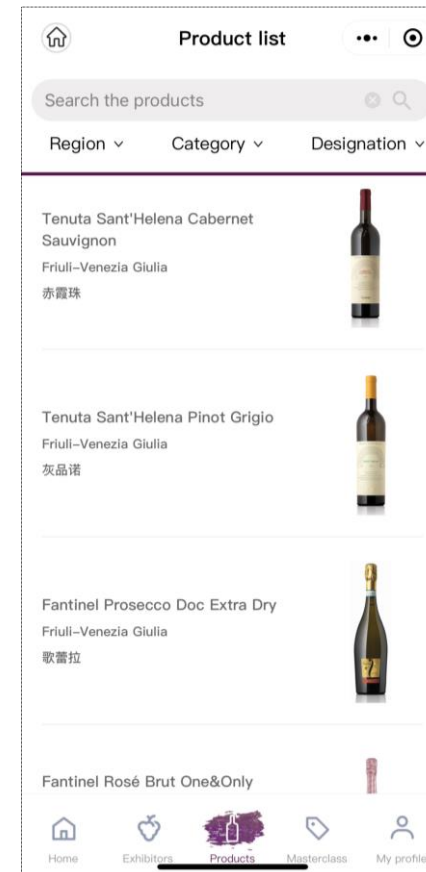
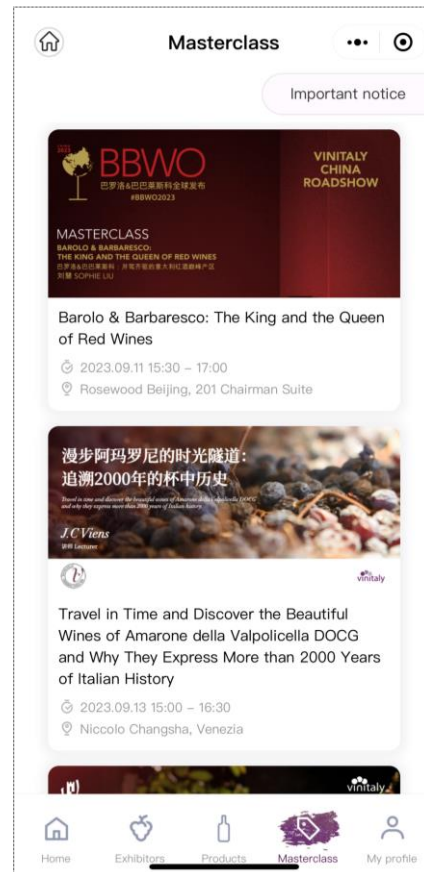


# THE 4<sup>TH</sup> EDITION OF ITALIAN WINE WEEK



# MINI PROGRAM

For the seventh consecutive year, the **Vinality WeChat Mini Program** will provide an upgraded digital support for the event. During the Roadshow in 2023, the mini program's page views reached **127,800 views** with **6,714 visitors**, from 2018 to now attracted **19,909 accumulated users** in total.



# I LOVE ITALIAN WINES



For the seventh edition, ITA/ICE-Italian Trade Agency will support the Roadshow together with "I LOVE ITALIAN WINES" certification course.

The course is jointly organized by the Ministry of Foreign Affairs and International Cooperation, ITA/ICE-Italian Trade Agency, UIV, Federvini and Federdoc, aims to help importers and distributors to understand Italian wine through a professional method, and become Italian wine promotion ambassadors. All the participants will also visit the Vinitaly China Roadshow in 3 cities.





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