**TAKE 2 – BARKER (OIV): FOCUSING ON THE CULTURAL VALUE OF WINE TO TACKLE COMPLEXITY**

(Brussels, 20 March 2024) “In a general context characterized by increasing complexity, identifying long-term trends is rather difficult. While we can mention excess production, at the same time consumer trends are also evolving and have different features depending on the products, regions and markets in question. This is why it is important not only to ensure we can innovate our offering but also promote the cultural value that distinguishes our wines." So said the Director General of the OIV (International Organization of Vine and Wine) John Barker today at the press conference in Brussels presenting Vinitaly.

"Today more than ever before, we are accelerating our internationalization process," said Maurizio Danese, Managing Director of Veronafiere, "the driving force that will enable us to create effective business opportunities for Italian companies outside our national borders. Direct control of international markets means, on the one hand, that we can intercept consumer preferences and, on the other, ensure the positioning of Italian wine not only as a consumer item but also as a cultural product."

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