

WINE & PROMOTION: VINITALY ON THE ROAD AGAIN IN 15 KEY COUNTRIES

The international trade fair calendar for the second half of 2023 and the first quarter of 2024 has been defined. Recruitment of top buyers in target markets is underway.

Verona: 31 July 2023. North America, Europe and the Far East, as well as Brazil and the Balkans: **Veronafiere is on the road** again and, from the second half of 2023 through to the first quarter of 2024, will continue efforts to accelerate its international positioning.

The flagship brand for Italian wine around the world will be strengthened by an intense programme of trade fair events, such as **Vinitaly Preview** and **roadshows** with aim of intercepting operators and the international press, as well as building loyalty with top international buyers in 15 selected key countries which, in terms of value, take 78% of all Italian wine exports. They range from historic outlet markets - such as the USA, Germany, the United Kingdom and Switzerland, which take more than half of Italian exports - to increasingly important markets with a high growth rate - Canada, France, Belgium, Japan, Sweden and Austria, with growth of close to 40% over the last five years - through to emerging demand in Brazil, China, Serbia, South Korea and Denmark.

And it is precisely in this latter segment that Veronafiere's international calendar sets off after the summer break by flying first to China with the by-now customary **Vinitaly China Roadshow (Beijing, Changsha and Hangzhou, 11-15 September)** and then to Bento Gonçalves, Brazil for **Wine South America (12-14 September)**, the 4th edition of the reference event for Brazilian and South American markets organized by subsidiary Veronafiere do Brasil. Staying on the trade fair front, collaboration **IWE – International Wine Expo** will make its debut in Chicago on 22 and 23 - the initiative organized by Italian Expo in partnership with the Italian Chamber of Commerce in Chicago focusing on wine&food professionals in Midwest USA. This will be followed 16-19 November by **Wine Vision by Open Balkan** in Belgrade, Serbia, where Vinitaly will attend with a group show of 50 Italian producers.

The Autumn relay of **Vinitaly Preview** will be brought forward to October. This promotional and "buyer hunting" event during the run-up to Vinitaly 2024 is carried out in collaboration with the ICE Italian Trade Agency and the Italian System of Embassies, Consulates and Chambers of Commerce abroad. This format last year attracted a record share of one thousand selected international "super-buyers" to Verona and now targets the countries identified as priorities by Vinitaly exhibitors and market surveys: Germany, United Kingdom, South Korea and Japan, as well as Denmark, Sweden, France, Belgium, Austria and Switzerland. Appointments are also scheduled in 2024, with two stop-offs for the Vinitaly Preview in the USA on the agenda for the first quarter, while the American roadshow will then continue between June and July in Los Angeles, Las Vegas and San Francisco. Events in Spring close the circle, with Veronafiere once again a protagonist in May in China and Brazil respectively for **Wine to Asia (Shenzhen)** and **"I love Italian Wine" (Sao Paulo and Rio de Janeiro)**.

Veronafiere Press Service

Tel.: + 39.045.829.83.50 - 82.42 - 82.10 – 84.27

E-mail: pressoffice@veronafiere.it;

Twitter: @pressVRfiere | Facebook: @veronafiere

Web: www.veronafiere.it

Ispropress

Benny Lonardi (393.455.5590; direzione@ispropress.it); Simone Velasco (327.9131676; simovela@ispropress.it)