

Press Release

**VINITALY 2024 CLOSES WITH ATTENDANCE OF 97,000; MORE THAN 30,000 INTERNATIONAL OPERATORS TOOK PART (31% OF TOTAL)**

**ATTENDANCE UP FROM USA, GERMANY, UK, CHINA AND CANADA**

**BRICOLO (PRESIDENT, VERONAFIERE): A POSITIVE PERFORMANCE CONFIRMING VERONAFIERE'S GOVERNANCE OBJECTIVES. JOINT PROMOTION IS THE KEY TO SUCCESS**

**DANESE (MANAGING DIRECTOR, VERONAFIERE): PROFILING TRADE OPERATORS IS A VITAL OBJECTIVE. EVEN MORE EMPHASIS ON INTERNATIONALISATION AFTER THE TURNING POINT IN 2023**

Verona 17 April 2024. Vinitaly signed off its 56th edition today with attendance of 97,000. There was a slight increase in international operators from 140 countries to 30,070 (31% of total), of whom 1200 top buyers from 65 countries (+20% compared to 2023) selected, invited and hosted by Veronafiere in collaboration with ICE Trade Agency.

Fine results were also seen for Vinitaly Plus, the supply and demand matching platform, with business appointments doubling this year to 20,000, as well as for the off-show Vinitaly and the City event, which posted more than 50,000 tastings (+11%). The 57th edition is scheduled at Veronafiere 6-9 April 2025.

The President of Veronafiere, Federico Bricolo, said: “Vinitaly consolidates its business positioning and an increasingly central role in the international promotion of Italian wine. Data for the event, together with positive feedback from companies, confirm the business objectives of Veronafiere's current governance, with its firm commitment to strengthening the Made in Italy wine trade fair brand around the world. Stronger collaboration with all institutional representatives also goes in this direction, today in the front line with Veronafiere in supporting the internationalization of the sector."

“Profiling operators is among our main strategic objectives," commented the Managing Director of Veronafiere, Maurizio Danese. “A result already achieved by the previous event as the turning point for Vinitaly, and equally pursued this year as regards domestic demand, especially in the horeca channel, through communication and marketing initiatives which helped also expand Italian attendance. Over the last few days, we have received positive feedback from companies, consortia and regional group shows. An injection of confidence at a very complex time which sees Veronafiere committed to supporting the main ambassador and trailblazer product of Italy's agro-food sector all over the world."

In relation to international attendance at Vinitaly 2024, the United States confirms its ranking in pole position with a contingent of 3,700 trade operators visiting the Show (+8% over 2023). Then came Germany, UK, China and Canada (+6%). There were also more Japanese buyers this year (+15%).

As Vinitaly closes, the first events on the international calendar are confirmed: Wine to Asia (Shenzen 9-11 May 2024); Vinitaly China Roadshow, Shanghai, Xian, Guangzhou (2-6 September 2024); Wine South America in Bento Gonçalves (RS) Brazil (3-5 September 2024); Vinitaly USA (Chicago 20-21 October 2024); Vinitaly @ Wine Vision (Belgrade 22-24 November 2024).

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