

PRESS KIT



20 - 21 October
Navy Pier, Chicago

DATA CARD VINITALY USA 2024

Name: Vinality USA

Edition number: 1

Where: Navy Pier, Chicago

When: Sunday 20th & Monday 21st October 2024

Facts & Figures: +230 companies from all Italian regions, +1,650 labels for tasting, 13,000 square meters of exhibition space

The first edition of Vinality USA is scheduled Sunday 20th and Monday 21st October at the Navy Pier in Chicago. The event aims to become the landmark b2b event for Italian wine on the US market. The event is organized by Veronafiere and Fiere Italiane in collaboration with ITA-Italian Trade Agency and the Italian-American Chamber of Commerce of Chicago-Midwest. It also enjoys the support of the main Italian institutions, including the Ministry of Foreign Affairs, the Ministry of Agriculture, Food Sovereignty and Forestry, the Italian Embassy in Washington and the Consulate General in Chicago.

Representatives of Assocamerestero and the main trade organizations, including Unione Italiana Vini, Federvini, Confagricoltura and Coldiretti, are all in attendance, together with institutional representatives from the Veneto and Umbria Regions, and regional groups from Latium, Sardinia, Campania, Calabria and Friuli-Venezia Giulia.

More than 230 companies are taking part with more than 1,650 labels for tastings in an area of 13,000 square meters. Vinality USA offers a program of more than 30 events over two days, including master classes, tastings and market focus insights, starting with the regions attending the first edition of the event.

The main goal is to promote matching with selected demand in the US comprising importers (including the National Association of Beverage Importers, Terlato Wine Group, Banville Wine Merchants, Winbow Imports, Opici Wines and Spirits, Winesellers Ltd), distributors, large-scale retail operators and restaurateurs, alongside opinion leaders, influencers and the trade press.

Eagerly awaited master classes include the one organized by Decanter with Michaela Morris, leading the tasting of the six wines winning World Wine Awards, and the walk-around tasting of labels taking the Tre Bicchieri Award by Gambero Rosso, as well as two master classes covering the "Best of the Best" and the "First Time Tre Bicchieri" in the 2025 Wine Guide.

There will also be sessions with the Vinality International Academy and the presentation of wines selected for "La Dolce Vita" Orient Express, with labels by exhibitors attending Vinality in Verona for luxury travel ideas in Europe.

As regards the market itself, the undisputed star will be the Business forum promoted by ITA-Italian Trade Agency in collaboration with NABI (National Association of Beverage Importers) discussing the topic "Between tradition and innovation: the future of Italian wine on the US market". On the first day, this event will feature reports by analysts and the main players in supply and demand.

Through Vinality USA, Veronafiere aims to confirm its leading role for international promotion of "Made in Italy" and specifically for a flagship sector such as wine on the world's leading market as regards wine consumption. The event aims to come forward as a vector of culture and business on one of the most dynamic and complex markets in the world for the wine sector.

Vinality USA is an important opportunity for discussion between producers and professional operators in the USA, thereby consolidating the promotion and presence of Italian wine on the world's leading import market,

worth around 2 billion dollars in 2023: and in the first 7 months of 2024, Italian exports in terms of value grew by 8% to 1.120 million euros compared to -5.6% and 1.264 million euros for French exports.

The priority objectives of Vinitaly USA are to intensify its two-way promotion program to attract to the 2025 edition of Vinitaly in Verona (scheduled 6-9 April 2025) an increasingly qualified number of operators from the United States (over 4,000, up by 8% compared to the previous edition), already first in the rankings for overall international attendance at the event (30,246 from 140 countries out of a total of 98,834 professional visitors at the April 2024 edition).

Vinitaly USA in Chicago is an historic milestone not only for Veronafiere but also for the entire Italian wine sector. The aim is to transform this occasion into a regular event for producers, importers, distributors and qualified buyers, thereby consolidating its status as a strategic platform that combines business, networking and promotion. With every edition, the event aims to encourage constructive dialogue between the excellence of Italian wine and growing demand on the US market.

**VINITALY.USA READY TO MAKE ITS DEBUT: FIRST EDITION OCTOBER 20 & 21 IN CHICAGO WITH 230 COMPANIES AND 1650 LABELS FOR TASTING.
INAUGURATION WITH
MINISTER LOLLOBRIGIDA AND THE GOVERNOR OF ILLINOIS PRITZKER**

UIV-VINITALY OBSERVATORY: 3 OUT OF 10 BOTTLES IN THE USA ARE ITALIAN. MARKET SHARE ROSE IN AUGUST TO 34% WITH A PEAK OF 43% IN THE MIDWEST

Chicago, 16 October 2024. The Italian flag will be raised at the Navy Pier in Chicago 20-21 October for the debut of Vinality USA. This is the first Italian wine trade fair format in the United States organized by Veronafiere and Fiere Italiane with the support of ITA, the Italian Trade Agency and in collaboration with the Ministry of Foreign Affairs and International Cooperation, and the Ministry of Agriculture and Food Sovereignty.

The event launches the permanent presence of Vinality-Veronafiere on the world's leading outlet market for wine products. It targets US buyers and operators in catering and distribution sectors with more 230 Italian companies, five regional group shows (Calabria, Campania, Friuli-Venezia-Giulia, Latium and Sardinia, plus institutional attendance by the Veneto and Umbria Regions) in a show area of 13,000 square meters hosting well over 1650 labels for tasting. Thirty b2b events are also scheduled.

“This is a fundamental debut for promoting and positioning Made in Italy wine. This relevance is also emphasized by the presence at the inauguration of the Minister of Agriculture & Food Sovereignty, **Francesco Lollobrigida**, and, on the US side, of the **Governor of Illinois, Jay Robert Pritzker**,” said the President of Veronafiere S.p.A., **Federico Bricolo**. “Vinality.USA is the result of a convergence of vision and strategy with all the relevant institutions, particularly ICE Agency and MAECI, represented by Secretary-General Riccardo Guariglia and the legal advisor to the Minister, Marco Rago. Our development plan for Vinality.USA aims to make it the landmark exhibition for the growth of companies on the world's top destination market, which closed the second quarter of this year on a positive note.”

The UIV-Vinality Observatory indicates that approximately 3 out of 10 imported bottles come from Italy, generating a market share in terms of value that in August grew to almost 34%, with a peak of 43% with reference to the Midwest (which embraces 12 states). This is based on the performance in the first 8 months of the year, with orders from Italy growing by 4% to 1.5 billion dollars in terms of value - compared to an overall average for US imports down by 3%, with France posting a setback of -8% (1.6 billion dollars). Yet this undoubtedly encouraging result for Italian wine as regards shipments - according to the Observatory - does not suffice to

overcome all the complexities of the current period. The situation remains complicated in terms of sales and effective consumption, albeit supported in part by sparkling wines and equally driven by the continuing success of the trend for cocktails.

And the market is one of the main focal points of Vinality USA which on the first day will host ITA, Italian Trade Agency wine business forum “Between tradition and innovation: the future of Italian wine on the US market”. The President of the ITA Agency, **Matthew Zoppas**, said: “Italian wine is confirming its status on an international scale, thanks to an identity that equally promotes quality and prestige. Vinality USA is a strategic platform for consolidating the role of Italian products on the American market and strengthening Italy's reputation as a leader in the wine sector. Thanks to constructive collaboration between public and private sectors, we are preparing to push the success of Italian wine even higher and reach increasingly ambitious goals.”

The official opening of Vinality.USA will also be attended by **Federico Bricolo**, President of Veronafiere; **Maurizio Muzzetta**, President of Fiere Italiane; **Damiano Tommasi**, Mayor of Verona; **Francesco Rocca**, President of the Latium Region; **Matteo Zoppas**, President of ITA; **Mario Pozza**, Asscomerestero; **Fulvio Calcinardi**, Secretary General of the Italian-American Chamber of Commerce of the Midwest – Chicago; **Robert Allegrini**, President of NIAF (National Italian American Foundation); **Riccardo Guariglia**, Secretary General, Ministry of Foreign Affairs; **J.B. Pritzker**, Governor of Illinois, and **Francesco Lollobrigida**, Minister of Agriculture, Food Sovereignty and Forestry. Sector organizations Unione Italiana Vini and Federvini will also be present with their respective Presidents **Lamberto Frescobaldi** and **Micaela Pallini**, joined by agricultural representatives **Hector Prandini**, President of Coldiretti, **Louis Scordamaglia**, President of Filiera Italia, and **Annamaria Barrile**, CEO of Confagricoltura. The event will also be attended by **Maurizio Danese**, Managing Director of Veronafiere, with Vice-Presidents **Matteo Gelmetti** and **Romano Artoni** and CEO **Adolfo Rebughini**.

www.vinalityusa.com

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ITALIAN WINE IN THE USA

THE UNITED STATES IS THE WORLD'S LEADING IMPORT MARKET, TAKING A 17.5% SHARE OF GLOBAL DEMAND

Value based on US customs data for first 8 months 2024 vs same period 2023

Between January and August, the US imported a total of
\$4.5 billion (-3%), of which:

IMPORTS FROM ITALY 1.5 billion dollars (+4%) Market share: 34% <i>(up to 43% in the Midwest)</i>	IMPORTS FROM FRANCE 1.6 billion dollars (-8%) Market share: 36%
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IMPORTS BY TYPE

SPARKLING WINE

FROM ITALY 421 million dollars (+4%) Market share: 41%	FROM FRANCE 524 million dollars (-18%) Market share: 51%
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STILL WINE

FROM ITALY 1.061 billion dollars (-4%) Market share: 33%	FROM FRANCE 1.066 billion dollars (-2%) Market share: 33%
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SipSource Base, depletion ¹ of American distributors in first 8 months 2024 vs same period 2023

Between January and August, overall wine sales in the US **declined**:

by VOLUME	by VALUE
-8%	-7%

In particular:

ORIGIN OF WINES	TREND BY VOLUME FIRST 8 MONTHS 2024 (OVER 2023)
USA	-9%
Italy	-6%
France	-8%
Australia	-0,2%
New Zealand	-4%

¹"Depletion" refers to warehouse movements by American distributors for goods intended to reach consumers in approximately 450,000 points of sale (75% of US total). Figures therefore refer to effective wine sales in the USA, with more precise indications that are closer to real consumption than customs data (import, export).

TOTAL SALES BY **OUTLET CHANNEL** (by volume)

OFF-PREMISES

(Large-scale distribution,
retail, ...)

-8%

ON PREMISES

(restaurants, bars, clubs,
...)

-9%

DETAILS FOR ITALIAN SALES BY **TYPE** (by value)

TYPE	SHARE % ON TOTAL - ITALY	TREND BY VALUE
		FIRST 8 MONTHS 2024 (OVER 2023)
SPARKLING WINES	37%	+2,5%
RED WINES	21%	-6%
WHITE WINES	32%	-7%
TOTAL - ITALY	100%	-4%

DETAILS BY **ORIGIN** FOR US CONSUMPTION (by volume)

DOMESTIC WINES

71%

IMPORTED WINES

29%

US MARKET SHARES - IMPORTED WINES (by volume)

COUNTRY OF ORIGIN	SHARE % OF TOTAL CONSUMPTION IMPORTED WINES
	ITALY
AUSTRALIA	15%
NEW ZEALAND	12%
CHILE	11%
FRANCE	9%

MARKET SHARE - SPARKLING WINE (by value)

COUNTRY OF ORIGIN	SHARE %
	ITALY
FRANCE	31%
USA	28%

TREND FOR LUXURY RED WINES (>50\$by distribution)

COUNTRY OF ORIGIN	TREND BY VALUE FIRST 8 MONTHS 2024 (OVER 2023)
	ITALY
FRANCE	-16%
USA	-7%

VINITALY.USA - THE FUTURE OF ITALIAN WINE IN THE USA WITH THE ITA - ITALIAN TRADE AGENCY "WINE BUSINESS FORUM"

The event at the Navy Pier in Chicago on October 20 will focus on the development of trends in the US market, exploring positioning potential for Made in Italy wine. Bill Terlato (President and CEO, Terlato Wine Group) and Lia Tolaini-Banville (Founder, Banville Wine Merchants) will collaborate with top US buyers for this important event.

(Verona, 11 October 2024). The first edition of **Vinality.USA** (Chicago | 20-21 October) is the first Italian wine fair organized in the US market by Veronafiere and Fiere Italiane, in collaboration with ITA – Italian Trade Agency (ICE Agenzia). The event will launch the first **Wine Business Forum**: “Between Tradition and Innovation: The Future of Italian Wine on the American Market”. The b2b event on Sunday October 20th (4 pm to 6:30 pm) is directly promoted by the ITA - Italian Trade Agency. The Forum will be held at Navy Pier in Chicago, with the aim of outlining development trends regarding demand in the USA -- the main reference market for Italian wine -- and will explore future positioning potential for Made in Italy products.

Three working sessions will include the key US buyers: restaurateurs, importers, distributors and large-scale retail trade.

Hosting a debate, **Bill Terlato** (President and CEO of Terlato Wine Group) and **Lia Tolaini-Banville** (Founder of Banville Wine Merchants) will share their insights into market strategies and challenges.

New consumer trends and distribution obstacles will be at the heart of reports by **Lee Schlesinger** (Winesellers Ltd.), **Mary Megna** (Winebow Imports) and **Stefano Francini** (Opici Wines and Spirits). These industry experts will share and discuss their perspectives with **Lamberto Frescobaldi** (President, Unione Italiana Vini), **Matteo Lunelli** (CEO, Ferrari Trento) and **Alessio Planeta** (CEO, Planeta Vini).

Program

Welcome speech and institutional greetings

- President Matteo Zoppas, Italian Trade Agency (ITA)
- CEO Adolfo Rebughini, Veronafiere
- Secretary General Riccardo Guariglia, Ministry of Foreign Affairs and International Cooperation
- Director General Annamaria Barrile, Confagricoltura
- President Ettore Prandini, Coldiretti
- Minister Francesco Lollobrigida, Ministry of Agriculture, Food Sovereignty and Forestry

Panel 1 – Key Architects of Italian Wine in the US Market: insights from leading importers

Bill Terlato (Terlato Wine Group), Lia Tolaini-Banville (Banville Wine Merchants)

Moderator Robert M. Tobiassen (NABI - National Association of Beverage Importers)

Panel 2 – The viewpoint of Italian wine producers

Lamberto Frescobaldi (Unione Italiana Vini), Matteo Lunelli (Ferrari Trento), and Alessio Planeta (Planeta)

Moderator Stevie Kim (Managing Partner of Vinitaly)

Panel 3: Unlocking Opportunities: Italian Wine Growth in the Heartland – A Midwestern Focus

Lee Schlesinger (Winesellers), Maria Megna (Winebow), and Stefano Francini (Opici Wines & Spirits)

Moderator Robert M. Tobiassen (NABI - National Association of Beverage Importers)

SCHEDULE

During **Vitality USA's** two-day program and "After Hours" programming and events, a host of activities are scheduled to foster relationships between exhibitors, buyers and the public. Special attention is taken to coordinate the appropriate individuals for each activity, to ensure maximum participation, engagement and outcomes.

SUNDAY, OCTOBER 20

09:00 a.m. - 02:00 p.m.: [Vitality International Academy lectures & exercises \(VIA Room - Studio B\)](#) - [LEARN MORE](#)

10:30 a.m. - 11:30 a.m.: **Women in Wine & Spirits Roundtable** - [LEARN MORE](#) - (Studio C)

Moderated by:

- Joanna Sciarrino, Editor-in-Chief - VinePair
- Korinne Munson, Sr. Director, Public Relations at Winebow Imports and Host of Winebow Imports' Women in Leadership Wine Symposium
- Patty Hines, Global Senior Category Merchant, Wine - Whole Foods
- Rachael Lowe - National Director of Beverage - Levy
- Marilisa Allegrini - owner of Villa Della Torre, San Polo and Poggio al Tesoro
- Sarah Pierre - Owner - 3 Parks Wine Shop and Atlanta Cohost of Let's Talk Womxn

10:45 a.m.- 11:45 a.m.: **Tre Bicchieri Masterclass: 'Best of the Best'** (Masterclass Room - Studio A) - [LEARN MORE](#)

- **Led by Giuseppe Carrus, Editor in Chief, Gambero Rosso**
- Focusing on wines that will receive special awards in the 2025 edition of the guide
- **LIMITED SPACE:** This Masterclass will have fewer spaces available. Most wines in this class will not be available for tasting at the Walk-Around area.
 - Calatroni - OP M. Cl. Pinot Nero Pas Dose' - Poggio dei Duca 2019
 - Sparkler of the Year
 - Giovanni Avanzi RGC Valtenesi Charetto Antitesi2023
 - Rose' of the Year
 - Maurgeri – Etna Bianco Sup. Contrada Volpare 2023
 - Up and Coming Winery
 - Lis Neris – Friuli Isonzo Pinot Grigio Gris 2022
 - Solidarity Project Award
 - Resistenti Nicola Biasi – Vin de la Neu 2022
 - Sustainable Viticulture
 - Belisario – Verdicchio di Matelica Cambrugiano Ris. 2021
 - Cooperative of the Year
 - Colterenzio – A.A. Sauvignon Gran Lafoa Ris. 2021
 - White of the Year
 - Cantina Sociale Setteceni – Lambrusco Grasparossa di Castelvetro 7Bio 2023
 - Best Value for Money
 - Torre a Cona – Chianti Colli Fiorentini Molino degli Innocenti Ris. 2019
 - Red of the Year

- Mario Fontana – Barolo del Comune di Castiglione Falletto 2019
 - Grower of the Year
- San Leonardo – San Leonardo 2019
 - Winery of the Year
- Feudo dei Sanseverino – Moscato Passito al Governo di Saracena 2015
 - Meditation Wine of the Year

12:00 p.m. - 12:30 p.m.: Ribbon Cutting Ceremony (Stage - Main Expo Floor)

EXPO FLOOR OPEN 12:30 P.M. - 6:00 P.M. TO QUALIFIED TRADE MEMBERS

12:30 p.m. - 6:00 p.m. Gambero Rosso – Exclusive Preview: 2025 Tre Bicchieri Walk-Around Tasting

- The American preview of the Tre Bicchieri from the upcoming 38th edition of the Guida Vini d’Italia 2025, the highest recognition in Italy's leading wine ranking.
- Each day, guests will enjoy over 80 unique wines, divided by region.
- This is a particularly special tasting, as most of the wines offered at Vinality.USA are different than those that are presented during the "Tre Bicchieri U.S. Tour"
- List of producers coming soon!

12:45 p.m. - 1:45 p.m. Lazio Masterclass - Details coming soon (Masterclass Room - Studio A)

- Led by Richard Hanauer, Wine Director, Lettuce Entertain You Enterprises

1:30 p.m. - 2:30 p.m. Family Heritage Tourism (Seminar Room - Studio C)

2:15 p.m. - 03:15 p.m. “The Wines of Friuli-Venezia Giulia” Masterclass (Masterclass Room - Studio A)

- **Led by Chris Tanghe, MS, Director of Education, GuildSomm International; Host, the GuildSomm Podcast**
 - Talis Wine - Pinot Grigio Talis Friuli-Venezia Giulia DOC 2023
 - Sturm - Pinot Grigio Collio DOC 2023
 - I Feudi di Romans - Pinot Grigio - Friuli Isonzo DOC 2023
 - Colluta Wines - Friulano Friuli Colli Orientali DOC 2023
 - Bucovaz - Friuli-Venezia Giulia 2023
 - Drius - Sauvignon Blanc Collio DOC 2022

3:30 p.m. - 4:30 p.m. - "Inside the Editor's Mind: Mastering the Pitch & Building your Personal Brand in Wine and Spirits" (Seminar Room - Studio C)

- Unlock the secrets to getting your stories published and your name recognized in the competitive world of wine and spirits. Join an exclusive panel featuring top editors alongside influential independent journalists and recognized talent. Discover what editors are really looking for— from subject matter and style to the preferred ways of being pitched— and learn how to make your mark in prestigious awards. Don’t miss this chance to step inside the editor’s mind and learn how to stand out in the crowded media landscape.
 1. Moderated by Clive Pursehouse - North American Editor, Decanter
 2. Henna Bakshi - Editor, Eater Atlanta
 3. Joanna Sciarrino - Editor-in-Chief, VinePair
 4. Tom Hyland - Freelance Writer, Editor and Photographer
 5. Regine T. Rousseau - CEO, Shall We Wine
 6. Marie Cheslik - Founder & Sommelier, Slik Wines

3:45 p.m. - 4:45 p.m. Calabria Masterclass - (Masterclass Room - Studio A)

- Led by Jill Zimorski, MS

4:00 p.m. - 6:30 p.m. Business Forum “Bridging Tradition and Innovation: The Future of Italian Wine in the U.S. Market,” Italian Trade Agency in collaboration with Vinality.USA, National Association of Beverage Importers (Stage - Main Expo Floor)

5:00 p.m. - 6:00 p.m. Umbria Masterclass (Masterclass Room - Studio A)

- Led by Jacopo Cossater

07:30 p.m. - 11:00 p.m.: Vinality.USA Event Women in Wine & Spirits Event- Millennium Hall [11 N Michigan Ave., Chicago, IL 60602] - [LEARN MORE](#)

Following last year’s sold-out reception, we can’t wait to welcome ~250 attendees to enjoy remarkable Women Owned wines, spirits and cocktails paired with exquisite food, live music, custom activations and personal remarks from iconic and emerging women producers and leaders in the industry.

Location: Millennium Hall underneath Chicago’s historic “The Bean” (Cloud Gate sculpture) in Millennium Park

Featured producers include:

- **Dr. Micaela Pallini**, President of famed Rome-based Pallini (dal 1875); Micaela is also the President of one of the largest federations for wine & spirits, Federvini (Lazio)
- **Marilisa Allegrini**, an icon of the Allegrini family and owner of three estates in Italy, Marilisa has chosen to highlight wines from her Montalcino estate, San Polo (Toscana)
- **Roberta Bricolo**, owner of the organic Azienda Agricola Gorgo, passed down from her parents, specializing in Corvina and Custoza, among other classic Veronese styles (Verona)
- **Alicia Lini**, fourth-generation producer at Lini 910, Lini has transformed Lambrusco into a high-quality, highly sought after wine (Emilia-Romagna)
- **Chiara Lungarotti**, CEO of Lungarotti, which has been a leader in Umbrian wine since the 60's, is a Councilor of Federvini and of Unione Italiana Vini (Umbria)

Emerging brands:

- **Giovanna Caponi**, President of the family owned Le Palaie, has embraced wine tourism, operating a beautiful hospitality estate in Tuscany, with growing international exportation of their signature bordeaux-style blends and refreshing whites (Toscana)
- **Maria Faretra**, owner of Azienda Agricola Maria Faretra, launched her brand earlier this year with her innovative Temèria Malbech Rosé (Puglia)

Additional Features:

- **Elena Fucci**, owner of Azienda Agricola Elena Fucci, is leading the charge in the tiny region of Basilicata, producing world-class Aglianico and more recently, the amphora-vinified version (Basilicata)
- **Chiara Soldati**, CEO of La Scolca, creators of the famed “Gavi dei Gavi” (Piemonte)
- **Activations:**
 - [Les Dames Escoffier NY "Stirring the Pot" Cookbook](#) signing by celebrity chef, [Silvia Baldini](#), with proceeds supporting their Scholarship Fund
 - Glass and bottle engravings/paintings by [Meghan's Mark](#)

7:45 p.m. - 10:00 p.m. Vinality.USA Gala Dinner “Cucina Italiana Candidata UNESCO” at University Club of Chicago (details to be defined)

MONDAY, October 21

8:45 a.m. - 12:00 p.m. Vinality International Academy - Exams (VIA Room - Studio B)

10:30 a.m. - 11:45 a.m. State of the Industry Panel (Seminar Room - Studio C)

- Dr. Micaela Pallini, President - Federvini
 1. Dr. Liz Thach, President - Wine Market Council
 2. Kaleigh Theriault - Director of Beverage Alcohol Thought Leadership - NielsenIQ
 3. Adam Teeter - CEO - VinePair
 4. Melanie Mann - Global Principal Category Merchant, Wine - Whole Foods
 5. *With additional data supplied by SOMM and WSWA's SipSource*

10:45 a.m. - 11:45 a.m. Sardegna Masterclass (Masterclass Room - Studio A)

- Led by Serafin Alvarado, MS: Director of Wine Education at Southern Wine & Spirits

12:00 p.m. - 1:00 p.m. Decanter 97-Point Masterclass

- **Led by DIPWSET IV Decanter Judge, Michaela Morris, with introduction by Clive Pursehouse, North American Editor, Decanter (Masterclass Room - Studio A)**
- **Featuring:**
 - [Monte Rossa](#), Cabochon Brut, Franciacorta, Lombardy 2016
 - Award: Platinum
 - [Muzic](#), Valeris Friulano, Collio, Friuli-Venezia Giulia 2022
 - Award: Platinum
 - [Gini Sandro E Claudio](#), La Frosca, Soave Classico, Veneto 2021
 - Award: Platinum
 - [Casale Del Giglio](#), Anthium Bellone, Lazio, Lazio 2023
 - Award: Best in Show
 - [Cantina Terlano](#), Terlaner Primo Grande Cuvée, Alto Adige Terlano, Trentino-Alto Adige/Südtirol 2021
 - Award: Platinum
 - [Florio](#), Vergine Riserva VR1898, Marsala, Sicily 1998
 - Award: Platinum

Expo Floor Open 12:30 p.m. - 5:00 p.m. to qualified trade members

12:30 p.m. - 6:00 p.m. Gambero Rosso – Exclusive Preview: 2025 Tre Bicchieri Walk-Around Tasting

- The American preview of the Tre Bicchieri from the upcoming 38th edition of the Guida Vini d'Italia 2025, the highest recognition in Italy's leading wine ranking.
 1. Each day, guests will enjoy over 80 unique wines, divided by region.
 2. This is a particularly special tasting, as most of the wines offered at Vinality.USA are different than those that are presented during the "Tre Bicchieri U.S. Tour"
 3. List of producers coming soon!

1:00 p.m. - 3:00 p.m. Awards Ceremony for Italian Wineries (Stage - Main Expo Floor)

1:15 p.m. - 2:15 p.m. Valtellina Masterclass: “Taste of the Alps: Valtellina Wine and Storico Ribelle Cheese”

- **Led by Jim Bube, Master Sommelier & Wine Director, Hogsalt Hospitality (Masterclass Room - Studio A)**
 - Embark on a sensory journey through the breathtaking landscapes of the Italian Alps with a curated tasting of elegant Valtellina wines from six renowned producers. These exquisite wines will be paired with various ages of the famed Storico Ribelle cheese, a culinary treasure dating back to the 16th century, including a rare 14-year aged offering. This masterclass, presented in collaboration with the Bitto Storico Salvaguardia Consortium and guided by expert sommeliers and winery representatives, offers a unique opportunity to explore the distinctive qualities of these traditional Alpine products.
 - Producers include: Agricola Vitari, Alberto Marsetti, Arpepe, Coop. Agricola Triasso e Sassella, La Spia, and Tenuta Scerscé

2:30 p.m. - 3:30 p.m. Tre Bicchieri Masterclass: “First Time Tre Bicchieri” (Masterclass Room - Studio A)

- **Led by Giuseppe Carrus, Editor in Chief, Gambero Rosso**
 1. Highlighting labels that have received top recognition for the first time
 2. LIMITED SPACE: This Masterclass will have fewer spaces available. Most wines in this class will not be available for tasting at the Walk-Around area.
 - San Cristoforo - Franciacorta Dosaggio Zero ND, Metodo Classico (Lombardia)
 - Bava - Alta Langa Extra Brut Bio 2019, Metodo Classico (Piemonte)
 - Cimarelli - Castelli di Jesi Verdicchio Cl. Selezione Cimarelli Ris.2022 (Marche)
 - Cantina Produttori Cormòns – Collio Bianco Uve Autoctone 2022 (Friuli-Venezia Giulia)
 - Tenute Gregu – Vermentino di Gallura Sup. Pitraia Monogram 2021 (Sardegna)
 - Fattoria Moretto – Lambrusco Grasparossa di Castelvetro Monovitigno 2023 (Emilia Romagna)
 - Tenuta Hans Rottensteiner - A. A. Santa Maddalena Cl. V. Premstallerhof 2023 (Trentino Alto Adige)
 - Torre Zambra – Villamagna 2022 (Abruzzo)
 - Podere 414 - Morellino di Scansano V. Bersagliere Ris. 2018 (Toscana)
 - Masseria Borgo dei Trulli – Primitivo di Manduria Mirea 2022 (Puglia)

3:30 p.m. - 4:45 p.m. “Ospitalità Italiana” Awards Ceremony (Stage - Main Expo Floor)

- Ospitalità Italiana is an initiative of the Chamber of Commerce System which, since 1997, has been awarding hospitality and restaurant businesses for the level of quality they offer to costumers, both in Italy and abroad. After analyzing four different areas of investigation in each company involved (from quality of service to customer experience), the Italian American Chamber of Commerce - Midwest will offer them a reward during Vinality.USA.

3:30 p.m. - 5:30 p.m. - Hidden Gems of Italy: Discover Friuli-Venezia Giulia with its Beauties and Flavors (Seminar Room - Studio C)

3:45 p.m. - 4:45 p.m. Lazio Masterclass (Masterclass Room - Studio A)

- Led by Ken Fredrickson, MS: Co-Founder & Partner, High Road Wine & Spirits of Illinois; Co-Founder, The Italian Spirits Company

4:00 p.m. - 06:00 p.m. Vinality International Academy - Pinning Ceremony (Seminar Room - Studio B)

5:15 p.m. - 6:30 p.m. "Ospitalità Italiana" Awards Ceremony (Stage - Main Expo Floor)

Special Sections throughout the fair:

- **Gambero Rosso – Exclusive Preview: 2025 Tre Bicchieri walk-around tasting**
- The American preview of the Tre Bicchieri from the upcoming 38th edition of the Guida Vini d'Italia 2025, the highest recognition in Italy's leading wine ranking.
- Each day, guests will enjoy over 80 unique wines, divided by region.
- **Chicago Restaurant Pop-ups** such as: Volare (Sardegna region), Elio's Pizza on Fire (Sicilia region), Il Milanese (More Than Grapes importer section)
- **Special releases and networking meet-ups**

Monday, October 21: Closing Party

Following the B2B buyer's portion of our expo, we look forward to welcoming ticketed trade and public attendees to experience the wines during a fun and engaging event.

- [Derrick Westbrook](#) Wine + Music Experience
 1. DJs and live music
 2. Chef/Restaurant Pop-ups
 3. Various Activations



Name of the Event: **Vinitaly - Wine & Spirits Trade Show**

Type of Event: **B2B**

Date of next edition: **Verona 6-9 April 2025**

Venue: **Veronafiere**

Website: **www.vinitaly.com**

Sector/product categories: **wines, spirits, liqueurs, services**

Facts&figures

- **Last edition: no. 56**
- **Annual**
- **No. of exhibitors: 4,000 (232 international from 32 countries)**
- **No. of visitors/buyers: 97,000 (30,070 international from 140 countries) – including 1200 top buyers (+20% over 2023) from 65 countries selected, invited and hosted by Veronafiere in collaboration with ITA-Italian Trade Agency.**

Held in conjunction with: **SOL, International Olive Oil Exhibition; ENOLITECH, International Exhibition of Technologies for wine, olive oil and beer production.**

Event overview:

Vinitaly has been one of the main international wine and spirits events for more than 50 years. The various theme areas cover wine in all its facets for sector professionals. **Vinitaly Bio** is the show specifically for certified organic wines; **International Wine Hall** offers an overview of excellence for wines from all over the world. **Vinitaly Mixology** offers high-level master classes for enthusiasts of mixology and cocktails. **Micro Mega Wines - Micro Size, Mega Quality** focuses on niche production of fine wines. **Enolitech** presents technologies, accessories and components for winemaking; **Vinitaly Design** everything for tasting, service, furniture and packaging requirements. Quality olive oil - another agro-food symbol - is the protagonist of **Sol**.

Why exhibit at Vinitaly?

- Vinitaly has accompanied the growth of the international wine system for over 50 years.
- It promotes direct contacts with operators from 143 countries.
- Access is included to the B2B Vinitaly Plus platform, a useful and always available tool for boosting business.
- It provides innovative promotional tools that encourage networking, starting from stands through to meetings with buyers
- It allows companies to join a large community, with services continuously available all year round.

Why visit Vinitaly?

B2B meetings and tailor-made services

Importers, operators in large-scale retail and the Ho.Re.Ca channel can meet more than 4,000 producers. Vinitaly also organizes an agenda of several special meeting initiatives, which in 2023 prompted more than 11,000 B2B meetings

Prestigious attendance

The four-day event feature an impressive selection of workshops, tastings and conferences involving authoritative critics, journalists and international producers.

Dedicated services

More than 4,000 selected exhibitors are on hand to meet buyers, who can also take part in Taste&Buy - B2B meetings coordinated by Vinitaly - where the most important players in the sector engage in rewarding business. activities.

Vinitaly and The City (12-15 April 2024) is the off-show event for wine lovers with tastings and events revealing the excellence of wine in the historic heart of Verona.

Vinitaly Design International Packaging Competition (April 4 2024) rewards creativity and innovation in packaging for wine and spirits.

5StarWines – The Book (9-11 April 2024) is the Veronafiore and Assoenologi selection of wines, by now an internationally acknowledged wine guide.

Vinality International Academy offers training courses helping to create a global network of highly qualified wine professionals.

Vinality Around the World takes the Vinality experience around the world to create a bridge between international wine producers and professionals. The promotional tour in 2024 includes: Vinality USA Roadshow (Houston and New York 4-7 March), Wine to Asia (Shenzhen, China 9-11 May), Vinality Canada Roadshow (Toronto and Montreal 17-19 June), Vinality China Roadshow (Shanghai, Xian, Guangzhou 2-6 September), Wine South America (Bento Gonçalves | RS, Brazil 3-5 September), International Wine Expo – IWE (Chicago, USA 7-8 October) and Vinality @ Wine Vision (Belgrade, Serbia 21-24 November). The intense calendar also includes Vinality 24 Preview stop-offs scheduled in countries identified as priorities by Vinality's exhibitors and market research: Japan (Tokyo, January 15), South Korea (Seoul, January 12), Sweden (Stockholm, January 23), Austria (Rust, January 25), United Kingdom (London, February 6), Belgium (Brussels, March 19-20), United States (Los Angeles, Las Vegas and San Francisco in June and July).

Contacts:

customercare@vinality.com - community@vinality.com

Event social media networks:

Fb <https://www.facebook.com/vinalityofficial>

IG <https://www.instagram.com/vinalityofficial/>

YT <https://www.youtube.com/channel/UCDuuDadVIYIqjJcnEa9yYgg>

In <https://www.linkedin.com/company/vinality>

SOL² EXPO AT VERONAFIERE – THE NEW INTERNATIONAL OLIVE OIL SHOW

**The event makes its debut 2-to 4 March 2025
after 28 editions alongside Vinitaly**

Verona, October 20, 2024 - Sol² Expo – a complete olive experience: the international olive oil exhibition is making ready for its debut as an independent event - 2-4 March 2025 - after 28 editions alongside Vinitaly.

The new format for this Veronafiere event stands out as an exhibition proposal that involves not only olive oil but also technologies, processing equipment and cosmetics - all backed up through a product offering designed to meet the needs of b2b and b2c audiences alike (since the inaugural day will be open to the public) with the aim of consolidating and improving its positioning, even in business terms, on an international scale.

One of the main innovations is the new focus on **by-products from the olive oil supply chain**. Research in the sector in fact reveals that only 15% of olive product by weight is exploited commercially, while the rest remains as waste material. Yet, on the contrary, olive leaves, pomace and olive mill wastewater are a business opportunity thanks to their properties, which are particularly in demand in food, pharmaceutical and cosmetic sectors.

Sol² Expo responds to these market needs by launching **new product categories** originating from the olive oil supply chain (special oils for the Horeca area, nutritional oils, products for cosmetics and health, food products for Horeca and super Horeca areas, artisan extra virgin oils), as well as advanced production and packaging technologies, with an outdoor area dedicated to machinery.

Italy, with more than 400 unique native cultivars, is an invaluable resource for olive oil production - and **Sol² Expo** aims to promote this wealth by offering a reference platform for excellence in extra virgin olive oil and food produce associated with local areas.

VERONAFIERE PRESS OFFICE

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Veronafiere spa

Trade show
& events since 1898

Company profile

2024



VERONAFIERE

INTERNATIONAL SYSTEM FOR
INTEGRATED PROMOTION OF COMPANIES
AND INDUSTRIAL VALUE CHAINS

www.veronafiere.it





588,000

square meters of exhibition area



50

events and initiatives

280

meeting and congresses

778,500

visitors and buyers

11,500

exhibitors

Who's who



Veronafiere has organised trade fairs, congresses and events since 1898. Veronafiere multiplies relationships and connects people, markets and ideas through physical and digital attendance formats with the aim of creating sustainable value over time for customers, the local area, companies and stakeholders.

Veronafiere has built an international network operating in Italy and around the world to provide companies and industrial supply chains with tailor-made solutions for business through a calendar of trade fairs and other initiatives.

Veronafiere is an integrated promotion system that offers its clients:

- support for internationalisation;
- market intelligence tools;
- digital b2b platforms to augment the potential of attended events;
- training and professional updating academies;
- design and construction of exhibition stands;
- congress activities.

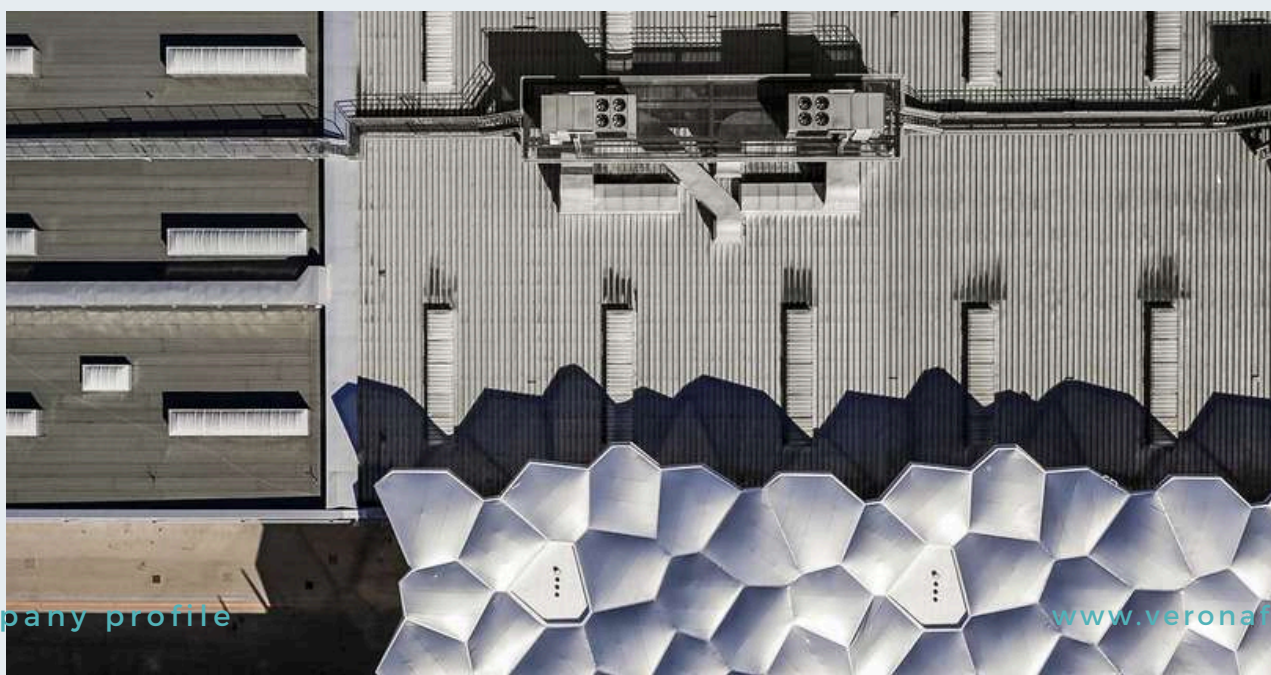
Veronafiere Group: subsidiary, investee and associate companies

Veronafiere Spa

Veronafiere S.p.A. is the parent company of Veronafiere Group. Founded in 1898 and a joint-stock company since 2016, Veronafiere is the creator, owner and direct organizer of landmark trade fair brands such as Vinitaly, Marmomac, Fieragricola, Samoter and Fieracavalli. This experience, combined with high standards for services, physical infrastructures and digital platforms, ensures support for integrated promotion of products, events and entire industrial chains on an international scale.

Veronafiere Servizi Spa (70%)

Veronafiere Servizi S.p.A. is the Veronafiere Group company responsible for the design and construction of customized exhibition stands and set-ups. Founded in 1979, in 2019 it took on direct control of Eurotend S.p.A., a company dealing with rental, sale and installation of marquees, and Dumas Intex S.p.A., a company specializing in set-ups for trade fairs and events, with branches in the United States and China.





Veronafiery do Brasil (51%)

Veronafiery do Brasil is the subsidiary of the Veronafiery Group founded in 2012 to operate on the South American market. It owns 60% of the shares of Milanez&Milaneze, the Brazilian company that manages the country's two main marble and granite trade shows - Vitória Stone Fair and Cachoeiro Stone Fair - as well as Mec Show, an exhibition on engineering, automation and energy, and Wine South America, an international wine exhibition.

Veronafiery Asia Ltd (100%)

Veronafiery Asia Ltd is the Chinese holding company of the Veronafiery Group. It holds 51% of the shares in Shenzhen Baina International Exhibitions. This new.co was founded in 2019 in partnership with Pacco Cultural Communication Group. It organizes b2b trade fairs and events in China that target the Asian market. Since 2020, Veronafiery Asia Ltd. has organized the Wine To Asia exhibition in the Shenzhen Exhibition Centre specifically for operators in the wine sector.



VERONAFIERE S.P.A. EQUITY STRUCTURE

Verona City Council (39,4832%), Fondazione Cassa di Risparmio di Verona, Vicenza, Belluno e Ancona (24,0784%), Verona Chamber of Commerce (14,3642%), Banco BPM S.p.A. (7,0094%), Generali Italia S.p.A. (6,0106), Agenzia Veneta per l'Innovazione nel Settore Primario (5,4920%), Province of Verona (1,4019%), Intesa Sanpaolo S.p.A. (1,3541%), Banca Veronese Cooperativo di Concamarise (0,6179%) and Immobiliare Magazzini S.r.l. (0,1883%).

President

Federico Bricolo

Vice Presidents

Romano Artoni
Matteo Gelmetti

CEO

Maurizio Danese

Board of Directors

Romano Artoni
Maurizio Danese
Matteo Gelmetti
Alberto Segafredo
Alex Vantini
Mario Veronesi

COLLEGIO SINDACALE

President

Silvana Anti

Effective members

Alberto Centurioni - Paolo De Mitri

Alternate members

Giovanni Glisenti - Stefano Filippi

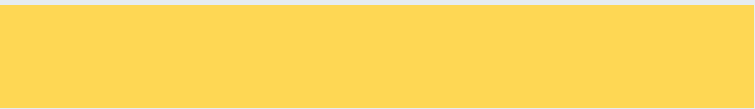


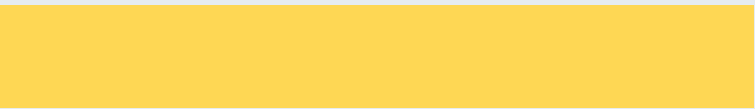
Veronafiere's strength is that it has always been the **direct organiser** of its events, thereby generating almost 90% of turnover.

Vinitaly, SOL, Fieragricola, Marmomac, Fieracavalli, Samoter and Progetto Fuoco are some of the successful trade show events reflecting effective specialization in the supply chains associated with wine&food, agriculture, natural stone, the equestrian world, construction machinery and wood biomass heating.

Over the years, the offering has also been expanded into other sectors such as the world of art (ArtVerona), education and training (Job&Orienta), the passion for motorbikes (Motor Bike Expo) and sustainable inter-modal logistics (LETExpo).









Veronafiery's operations enjoy a strong focus on world markets. 11 events were organized abroad in 2023 taking in 6 countries: Brazil, China, Netherlands, Peru, Serbia, United States.

Veronafiery also boasts a network of international representatives covering 60 countries, a permanent office in Shanghai and the Veronafiery do Brasil and Veronafiery Asia Ltd companies.

This coverage has the strategic objective of promoting and developing events organized abroad, encouraging incoming buyers to attend trade fairs in Italy and monitoring its reference sectors.

The wine sector is covered by Vinitaly's international roadshows and previews, together with b2b events such as Wine South America (Brazil) and Wine To Asia (China) and the partnerships with International Wine Expo Chicago (United States) and Wine Vision by Open Balkan (Serbia).

Natural stone, design and processing technologies are at the heart of the Marmomac Brazil and the Cachoeiro Stone Fair (Brazil).



safety

Veronafiere gives top-level priority to protecting the safety and health of employees, exhibitors and visitors. Everything that takes place inside the Exhibition Centre is governed by a specific safe business protocol approved by the Technical Scientific Committee (CTS) of the Civil Protection Department.

Special attention is paid to sanitisation of venues and air conditioning systems. These procedures have received GBAC STAR tm certification from the Global Biorisk Advisory Council which today is the most advanced international standard in terms of cleaning, disinfection and prevention of infectious diseases.

social responsibility

Veronafiere views attention to social, economic and environmental sustainability, as well as the valorisation of diversity, as an essential condition for access to and growth on markets. This commitment is reflected in the decision to develop an increasingly ethical and green business model.

Veronafiere was the first exhibition centre in Italy to receive ISO 50001 certification and to use 100% recyclable eco-certified aluminium and fabric stand fittings.

In 2021 Veronafiere was also the first international organizer to obtain the integrated sustainability certification "Si Rating" by ARB SBpA and launch constant monitoring to improve the environmental, social and good governance impact, pursuing the 17 objectives defined by the United Nations in the 2030 Agenda.

Veronafiere today continues to work towards total integration between business and strategic plans, corporate decisions and ESG issues: a virtuous approach that also helps us raise the awareness threshold of employees and stakeholders as regards these questions, and to be among the first international trade fair operators to communicate these values correctly.

membership



The world trade fair system generates business worth more than 250 billion euros every year, connects 300 million professionals and employs 3.2 million people.

This is why Veronafiere is convinced of the importance of contributing to the development of the sector by sharing its experience, values and history within the scope of the main national and international sector associations.

- A.E.F.I. Italian Association of Exhibition Centres and Trade Fairs
- CFI Trade Fair Industry Committee
- UFI Union des Foires Internationales
- E.M.E.C.A. European Major Exhibition Centres Association AISBL
- Eurasco The European Federation of Agricultural Exhibition and Show Organisers

our history



1898

The historic centre of Verona was home 14-16 March to the first edition of the great semi-annual horse fair promoted by the city council: is the "official birthday" of Veronafiere.

1930

The March trade fair was officially transformed into the Agriculture and Horse Fair. On 30 October of the same year, the self-governing authority for agricultural and horse fairs was founded by institutional partners including the Local Council, the Province, the Chamber of Commerce, Cassa di Risparmio of Verona & Vicenza, Banca Mutua Popolare and the self-governing General Stores Authority.

1948

The trade fair celebrated its 50th official edition and moved out of the city centre, with the creation of the Exhibition Centre in Borgo Roma: 200,000 square meters of which 24,000 inside with halls, stables and technical plant.

1964

The first edition of the international exhibition of earthmoving, construction and building machinery, the future Samoter, was held at the time of Italy's "economic miracle".

1967

22-23 September - Palazzo della Gran Guardia in Verona hosted the Italian Wine Days. this was the starting point for Vinitaly.

1979

Veronafiere was entrusted with the management of the Marble and Machinery Exhibition (today's Marmomac) formerly held since 1961 in Sant'Ambrogio, province of Verona.

1987

First edition of the Olive and Olive Oil Show (today Sol&Agrifood) presenting the finest Italian olive oil production and related technologies to international operators.

1996

Veronafiere joined EMECA, the organization that brings together the main European exhibition centres.

1998

In its centenary year, Veronafiere confirmed and relaunched the international status of Vinitaly by taking Italian wine to Shanghai in China, with China Wine.

2012

Veronafiere moved into Brazil with the new-co Veronafiere do Brasil, which acquired 60% of Milanez&Milaneze, the Brazilian company that manages the country's two main natural stone trade fairs in Espirito Santo State.

2015

For Expo Milano, The Ministry of Agricultural Policies appointed Veronafiere to develop the "Wine - A Taste of Italy" project - the first pavilion dedicated to Italian wine in the history of the Universal Exposition.

2016

Veronafiere S.p.A. was founded on 29 November. The Veronafiere AGM voted in favour of the legal conversion of the "Ente Autonomo per le Fiere di Verona" into a joint stock company that became operational in February 2017.

2018

Veronafiere celebrated 120 years of operations with a new trademark: a coloured “V” inspired by the ground plan of the show halls in the exhibition centre.

Début for Wine South America . the new exhibition specifically for wine sector is held in Bento Gonçalves, in Rio Grande do Sul State, Brazil.

2019

The Shenzhen Baina International Exhibitions company is founded to organise trade fairs and events in China and Asia. Veronafiere Asia Ltd has a 51% share-holding in the new.co, with sole partner Shenzhen Taoshow Culture Media.

2020

The Covid-19 pandemic overwhelms the world trade fair system forcing a shut-down for more than 15 months. Veronafiere developed Marmomac Digital Restart, the first 100% online trade fair event organized by the Group. There was also a digital “Switch” for wine2wine, Fieracavalli and ArtVerona.

The modernization of the exhibition centre continued with the redevelopment of the Re Teodorico Gate thanks to a new geometric vault measuring 9,000 square meters supported by 12 tree-like steel uprights.

2021

A vaccination hub was implemented at the Exhibition Centre to combat the pandemic: more than 338,000 doses of Covid-19 serum were administered in six months.

On 18 June, Veronafiere - with Motor Bike Expo - was the first Italian exhibition centre to resume attended events in safety after the lockdown.

2022

The AGM approved the review of Veronafiere's Statutes to strengthen its positioning on the market even further. Governance also changed with a Board of Directors with seven members and the new figure of CEO.

2023

Veronafiere accelerated its international development by consolidating the format of Vinitaly roadshows and previews abroad and launching collaboration for two new wine events: International Wine Expo Chicago (United States) and Wine Vision by Open Balkan (Serbia).

2024

For the first time in its history, Veronafiere with Vinitaly met the Holy Father, Pope Francis, in a private audience in the Vatican, together with a delegation of more than 100 wine companies and representatives of sector associations.

an exhibition centre and its city



Veronafiere is the expression of a landmark city for the economy of North-East Italy and the country as a whole, with more 96,000 companies and 90 multinationals active in the local area.

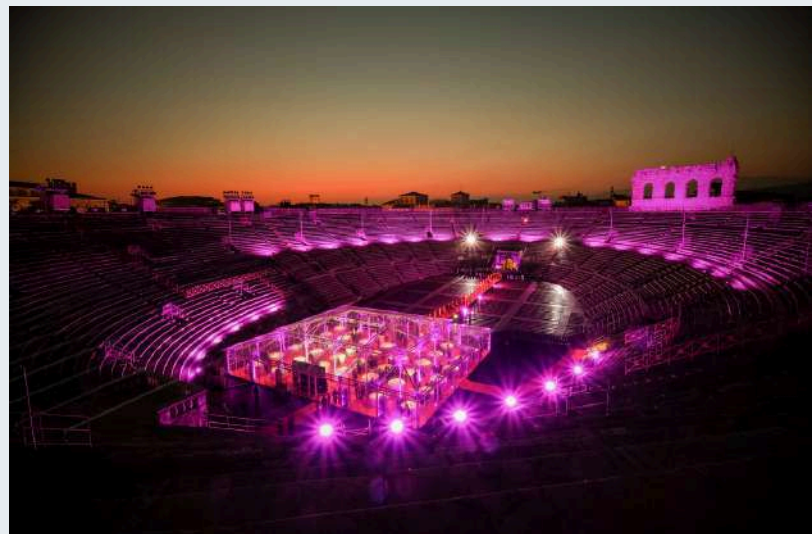
Verona is the leading Italian province for exports of wine, fruit and vegetables and technologies for natural stone processing, and second for trade in food products. It also boasts excellence in the heating systems, furniture and fashion sectors, ranking fifth in Italy for global manufacturing trade.

Verona enjoys a geographical position at the crossroads of two trans-European transport networks: the Scandinavian-Mediterranean corridor and the Mediterranean corridor. Inasmuch, **Verona is a primary hub for the logistics system** and its interport is the leading inter-modal hub in Italy and second in Europe in terms of freight traffic volumes.

Verona is a **UNESCO World Heritage Site** and the fifth most popular tourism location in Italy. Its Roman amphitheatre hosts one of the world's most important **opera festivals**.

Verona is a major destination for **cultural, food & wine, business and congress tourism**.

It is served by an airport and hospitality facilities capable of meeting the needs of all kinds of visitor.





note





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