

**VINITALY & WINE: ITALY ACCELERATES IN JAPAN, GROWING AT TWICE THE AVERAGE (+18.4%) BUT UNITED PROMOTION IS VITAL. ALLIANCES BETWEEN INSTITUTIONS & VINITALY IN THE FOREGROUND AT THE STOP-OFF IN TOKYO BY THE VERONAFIERE GLOBAL ROADSHOW DURING THE RUN-UP TO THE 55<sup>TH</sup> SHOW IN VERONA 2-5 APRIL**

(Tokyo, 21 February 2023). Accelerate integrated and systemic efforts to ensure that promotion of Italian wine in Japan is more efficient by avoiding fragmentation and dispersion of resources. This is the unity of purpose that emerged today in Tokyo during the penultimate stage of the global roadshow organized by Veronafiere-Vinitaly in collaboration with ICE-Italian Trade Agency with the broad involvement of Italy's main institutional players in Japan: the Italian Embassy in Tokyo and the Italian Chamber of Commerce in Japan, not to mention the support of the Italy-Japan Foundation, the cultural and relational centre founded in 1999 by the Italian Foreign Ministry.

“We are laying the foundations for a medium/long-term project to promote Italian wine in Japan wherein Vinitaly will also confirm its role as the collective brand on a global scale,” said **the President of Veronafiere, Federico Bricolo**, speaking to an audience of more than 50 top buyers, wine stakeholders and institutional representatives. This truly special campaign, with the determined support of the new governance at Veronafiere S.p.A., not only seeks to boost incoming attendance already as of the coming 55<sup>th</sup> Vinitaly, (2-5 April) but also create an effective, across the board programme for promoting Italian wine.”

**Gianluigi Benedetti, Italian Ambassador in Japan**, highlighted the central role of Veronafiere's flagship event in the valorising and promoting Italian wine, saying: “It is now essential to create synergies in a country-system spirit. The presence at this Vinitaly roadshow of the Embassy, the ICE Italian Trade Agency and the Chamber of Commerce together with the Italian trade fair system as represented by Veronafiere, is a clear sign of our determination to do well and work together in support of Italy's productive fabric.”

Constant supervision and system alliances were also the keywords for the ICE-Italian Trade Agency - Vinitaly's organizational partner behind the extraordinary Roadshow set in motion over the last two months by Veronafiere in 9 countries across three continents - America, Europe and Asia.

**Erica Di Giovancarolo, Director of the ICE Agency headquarters in Tokyo**, said: “We have always stood at the side of Veronafiere and, in particular, Vinitaly. Japanese operators love Italian wine, love Italy and love Verona. I believe that all ICE Agency initiatives in the wine sector can well be implemented in collaboration with Vinitaly. This would help to enhance Italy's status because it is only by thinking as a system that we can overcome the competition.”

As regards data announced during the presentation of the coming Vinitaly - which is already fully booked - the year closed on a very positive note for Italian wine in Japan, with growth in volume of +18.4% in 2022, exactly double compared to growth in Japan's total wine imports (+9.2%).

The Uiv-Vinitaly Observatory indicates that Italy's performance in the 6<sup>th</sup> wine importing market in the world (in 2021 Tokyo overtook Beijing in the world ranking) is particularly positive for imports of still bottled wines - especially reds - which closed at 165 million euros (+25%) as well as sparkling wines (+26% worth 44 million euros). Total imports of Italian wine in 2022 by Japan consequently closed 2022 with a total value of 278 million euros, taking 2<sup>nd</sup> place among supplier countries behind France, that alone crossed the threshold of 1 billion euros of orders from Japan.

"Italy is the second exporter of wines in the world but this leadership is not confirmed in Asia, where other countries are able to sell larger quantities, despite offering a variety and a quality-price ratio generally lower than for Italian wines," said the **President of the Italian Chamber of Commerce in Japan, Rosario Pedicini**. Italian producers are often too small to work on complex markets such as those in Asia on their own. Consequently, System-Italy, where the Italian Chamber of Commerce in Japan plays an active role, works alongside producers to help improve their positioning in Japan."

The Vinitaly Roadshow will close the day after tomorrow, 23 February, in South Korea.

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