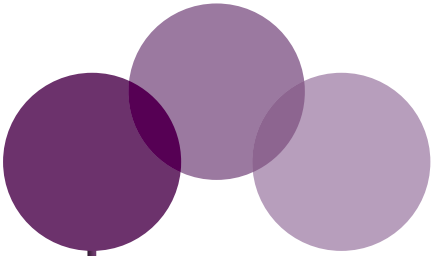


THE HIGHEST **POINT** OF VIEW

vinitaly

INT'L WINE & SPIRITS EXHIBITION

VINITALY FACTS & FIGURES

Vinitaly has accompanied growth in the wine system for more than 50 years, establishing itself as the largest exhibition dedicated to wine business.

THE 2018 EDITION POSTED RECORD FIGURES

COMPANIES

MORE THAN
4,461
EXHIBITING COMPANIES FROM 36 COUNTRIES
211 companies more than in 2017

BUYERS

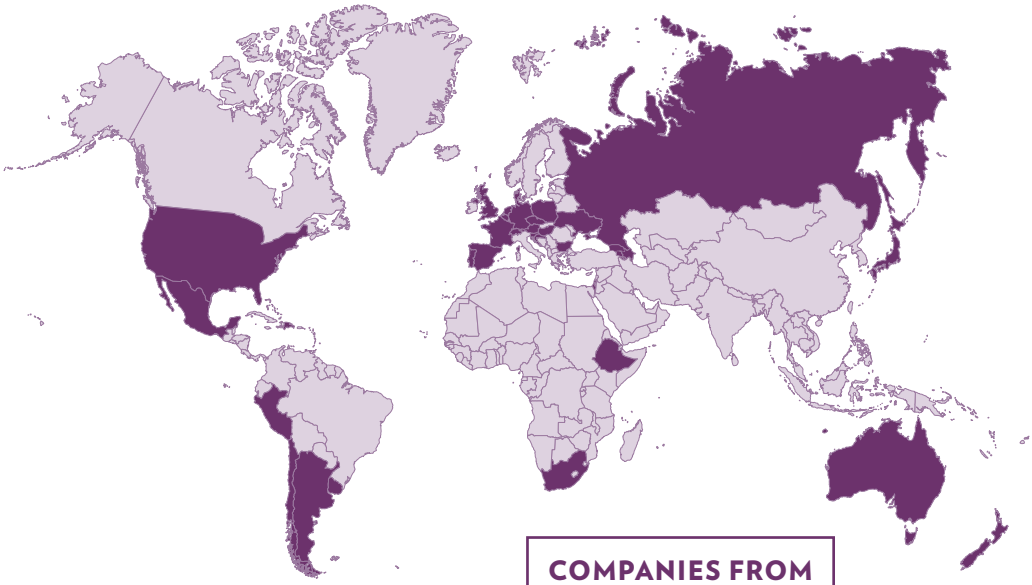
32,242
SELECTED AND ACCREDITED BUYERS FROM 143 COUNTRIES

THE EVENTS

MORE THAN
400
EVENTS OVER THE 4 DAYS OF THE EVENT

90%
OF EXHIBITING COMPANIES CONSIDER VINITALY AS AN IMPORTANT BUSINESS OPPORTUNITY

EXHIBITOR ORIGIN



COMPANIES FROM 35 COUNTRIES

ABRUZZO → 121
BASILICATA → 58
CALABRIA → 85
CAMPANIA → 267
EMILIA ROMAGNA → 205
FRIULI VENEZIA GIULIA → 131
LATIUM → 118
LIGURIA → 55
LOMBARDY → 287
MARCHE → 150
MOLISE → 22
PIEDMONT → 661
APULIA → 162
SARDINIA → 95
SICILY → 198
TUSCANY → 698
TRENTINO ALTO ADIGE → 184
UMBRIA → 88
AOSTA VALLEY → 20
VENETO → 526

AN INCREASINGLY DIGITAL TRADE FAIR

DIGITAL TRANSFORMATION

The event invests in innovation and technology to support exhibitors in every stage of attendance, from registration to meetings with buyers.
Vinitaly provides across-the-board services for:
- promotion
- organization of events
- helping exhibitors work better on their stands.

1,000
B2B MEETINGS BETWEEN PRODUCERS AND BUYERS ARE ORGANIZED DIRECTLY BY VINITALY WITHIN THE SCOPE OF THE TRADE FAIR

FOR INTERNATIONAL BUYERS

INTERNATIONAL BUYERS' LOUNGE

Home to Taste&Buy: b2b meetings organised by Vinitaly between exhibitors and incoming buyers implemented directly by Veronafiere.

FOR ITALIAN BUYERS

GDO BUYERS' CLUB

Area dedicated to b2b meetings between producers and operators in large-scale retail distribution.
Vinitaly organises the agenda of appointments by matching supply and demand.

FOR HO.RE.CA. CANAL OPERATORS

VINITALY TASTING
THE DOCTORWINE SELECTION

A Vinitaly tasting-event in collaboration with journalist Daniele Cernilli, organised for buyers and operators in the Ho.re.ca. sector (hotels, restaurants & catering).

BUYERS

More international buyers than ever attended the event thanks to Vinitaly's continuous investments in incoming operations to select top operators through its network of delegates in as many as 60 countries.

128,752
VISITORS

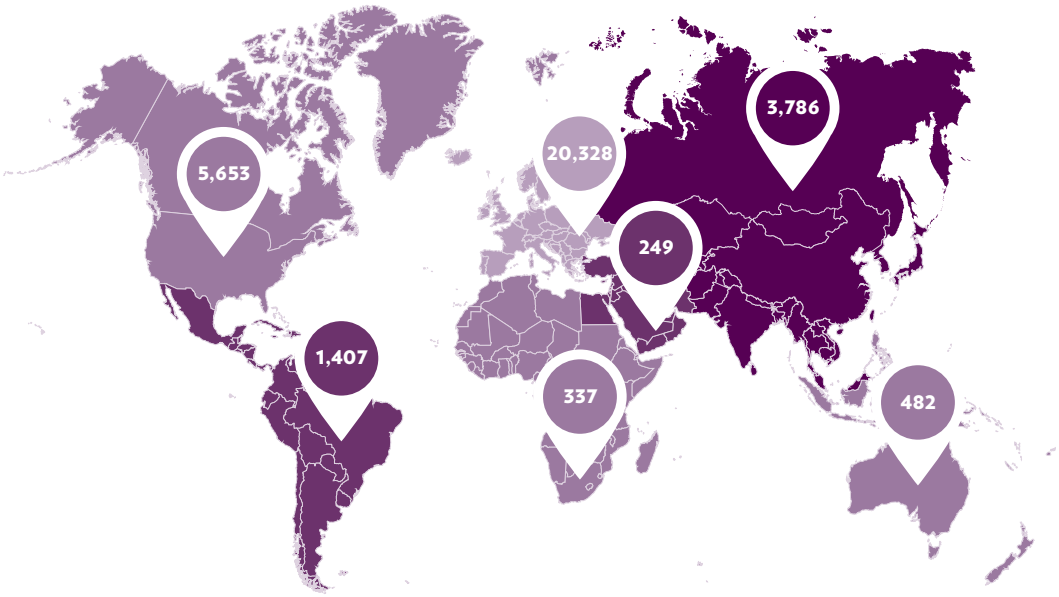
32,242
ACCREDITED INTERNATIONAL BUYERS

95%
OF ITALIAN AND INTERNATIONAL VISITORS EXPRESSED SATISFACTION OVER THEIR ATTENDANCE AT VINITALY

FOR 94%
OF FOREIGN BUYERS, VINITALY IS IMPORTANT FOR THEIR BUSINESS

CUSTOMER SATISFACTION DATA

ACCREDITED INTERNATIONAL BUYERS



20,328 EUROPE

5,653 NORTH AMERICA

3,786 ASIA

249 MIDDLE EAST

337 AFRICA

1,407 SOUTH AND CENTRAL AMERICA

482 AUSTRALIA AND OCEANIA

ACCREDITED BUYER FROM EUROPE

GERMANY → 3,688
SWITZERLAND → 2,419
UNITED KINGDOM → 2,029
FRANCE → 1,155
BELGIUM → 990
RUSSIA → 951
NETHERLANDS → 836
DENMARK → 831
AUSTRIA → 742
SWEDEN → 735
POLAND → 595
CZECH REPUBLIC → 541
SPAIN → 457
HUNGARY → 447
UKRAINE → 428
NORWAY → 414
SLOVENIA → 356
ALBANIA → 274
FINLAND → 229
ROMANIA → 201
BULGARIA → 196
SLOVAKIA → 189
CROATIA → 183
SERBIA → 174
IRELAND → 160
LUXEMBOURG → 122
MALTA → 118
PORTUGAL → 114
ESTONIA → 100
LITHUANIA → 85
MOLDOVA → 75
GREECE → 72
LATVIA → 72
REPUBLIC
OF SAN MARINO → 59
ICELAND → 53
MONTE CARLO → 52
TURKEY → 44
BELARUS → 39
CYPRUS → 38
MACEDONIA → 27
LIECHTENSTEIN → 15
BOSNIA → 15
MONTENEGRO → 8

OPERATORS FROM ITALY

45,840

NORTH

21,433

CENTRE

9,181

SOUTH & ISLANDS

THE WORLD OF WINE RELIES ON VINITALY'S WEBSITE

A broad audience of operators with different needs is met by Vinitaly through multilingual digital tools capable of bringing supply and demand together, closing distances between continents and overcoming language barriers.

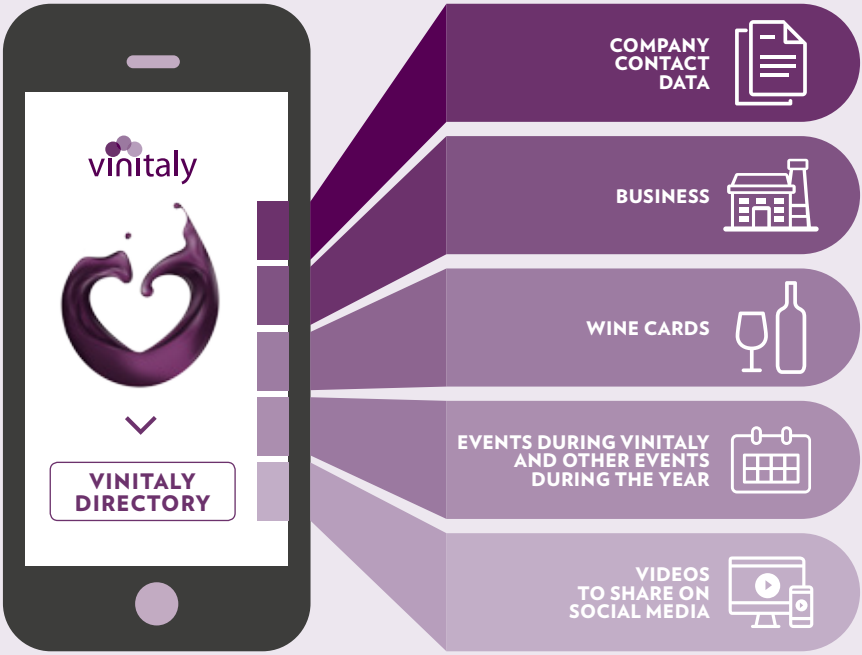
OPERATORS FROM 195 COUNTRIES CONSULT THE VINITALY SITE

VINITALY DIRECTORY

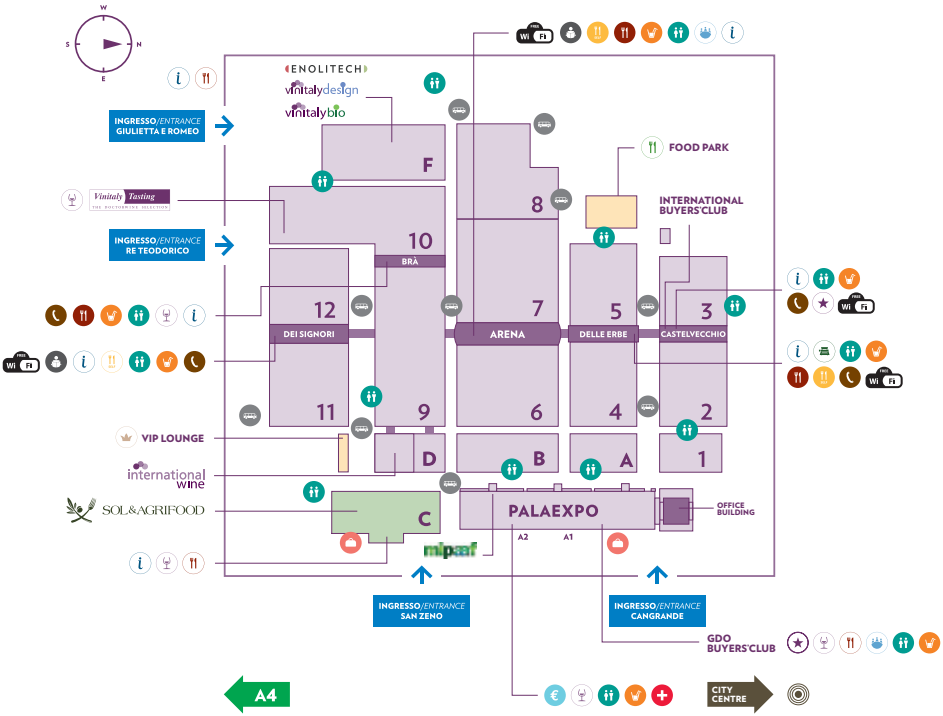
OFFICIAL CATALOGUE & BUSINESS GUIDE

An innovative portal that allows visitors to search for companies and wines by production area, price range, bottles produced, markets, sales channels and much more.

Vinitaly Directory helps exhibitors communicate their business to international buyers. Technological innovation provides a compilation system with immediate translation into English and Chinese. Also coming soon: French, German, Spanish, Portuguese, Japanese and Russian.



THE MAP



1 HALL
Companies from
EMILIA ROMAGNA

2 HALL
Companies from SICILY
and UMBRIA

3 HALL
Companies from TRENTINO
and other locations

4 HALL
Companies from VENETO

5 HALL
Companies from VENETO

6 HALL
Companies from ALTO ADIGE,
FRIULI VENEZIA GIULIA
and other locations

7 HALL
Companies from MARCHE
and other locations

8 HALL
Companies from SARDINIA,
VENETO and other locations

9 HALL
Companies from TUSCANY

10 HALL
Companies from PIEDMONT

Vinitaly Tasting
THE DOCTORWINE SELECTION

11 HALL
Companies from BASILICATA,
MOLISE and APULIA

12 HALL
Companies from ABRUZZO,
CALABRIA, LIGURIA, AOSTA
VALLEY and other locations

PALAEXPO
Companies from LOMBARDY
D'Autore Restaurants
Yellow Meeting Room
Tasting Rooms:
Iris - Tulipano - Orchidea - Argento

wine2digital

EUROPA CONFERENCE
CENTRE:
Salieri - Vivaldi - Respighi -
Mozart Meeting Rooms - Verdi
Auditorium

Gdo Buyers' Club

A HALL
Companies from LATIUM

B HALL
Companies from CAMPANIA
and IRPINIA

REGIONAL HALLS

VINITALY SERVICES

- Tastings
- Conference Centre
- Citadels of Gastronomy
- Self-Service Restaurant
- Vip Lounge
- Info-point
  Sate: Exhibitor Technical Assistance Service
  Catalogue and guide sales
- Restaurant
- International Buyers' Lounge
  GDO Buyers' Club
- Press Room
- Blogger Area

C HALL

SOL&AGRIFOOD
TASTE OF BUSINESS

Goloso Restaurant

D HALL

Companies from TUSCANY

international wine

International companies

F HALL

ENOLITECH
TECHNOLOGY INNOVATION DESIGN

vinitalydesign

vinitalybio

Gourmeat Bistrò

SERVICE CENTRE

DELLE ERBE

Press Room

Trade Press Area

ARENA

ARENA CONVENTION CENTRE: Bellini - Puccini - Rossini Meeting Rooms

BRA

Tasting Rooms A, B & C

DEI SIGNORI

Trade Press Area

Restaurant Self Service d'Autore

CASTELVECCHIO

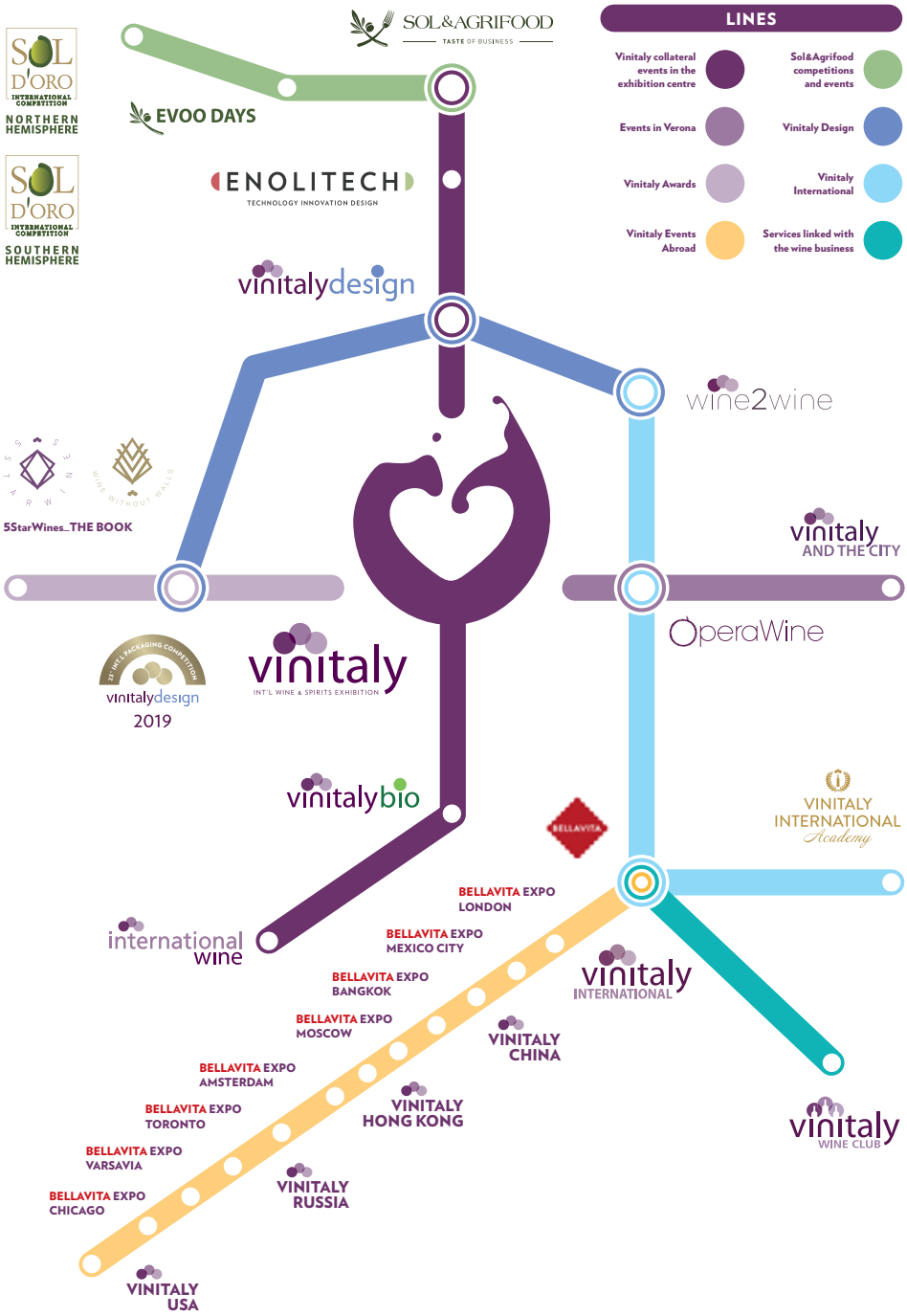
Trade Press Area/Services

International Buyers' Club

VERONAFIERE SERVICES

- Newsagents
- Telephones
- Shuttle bus stop
- First Aid
- Self Service
- State Police
- Left Luggage Office
- Toilets
- ATMs
- Bar
- Restaurant
- Free Wifi

VINITALY ROAD MAP



VINITALY EVENTS

An important role in promoting contacts between operators and producers is played by the numerous events that Vinitaly organizes within the scope of the trade fair, as well as in Verona city centre and around the world, such as theme-based pavilions, guided tastings, walk-around tastings, focus analysis of the main markets, conferences and gala dinners.

98%
OF PEOPLE ATTENDING VINITALY IS SATISFIED WITH THE TASTING PROGRAMME PUBLISHED ON VINITALY.COM

vinitalybio

Exhibition dedicated to certified organic wine made in Italy and abroad.
In collaboration with Federbio - Italian Federation of Organic and Biodynamic Agriculture.
This show area offers companies the chance to present themselves through meetings with operators on stands and guided tasting sessions.
In addition to stands, a bio wine store is also set up to ensure even more visibility for companies offering certified organic lines.

vinitalydesign

wine accessory & innovation

Vinitaly Design in Hall F is home to objects for tasting and service, furnishings for wine cellars, wine shop and restaurants, personalized packaging and gifts.
Vinitaly expands its product range by completing the offering associated with the wine promotion and tasting experience.

ENOLITECH

TECHNOLOGY INNOVATION DESIGN

7 - 10 APRIL 2019

The International Exhibition of Technology for Wine-Growing, Oenology/Olive-Growing and Olive Oil Production.

vinitaly AND THE CITY

5 - 8 APRIL 2019

During Vinitaly, the squares in the historic centre come alive with Vinitaly and The City: the Vinitaly Off-Show event for all wine lovers. Meetings, musical performances, master classes and above all many wine tastings.

international wine

Exhibition dedicated to international wine production. The tasting area will host numerous guided tastings organised by companies or national institutions to reveal wines and spirits from five continents.

OperaWine

6 APRIL 2019

The Vinitaly Grand Tasting: an exclusive event offering specialist operators from around the world the chance to get to know Italian wine-makers selected by the prestigious American publication Wine Spectator.

wine2wine

26 - 27 NOVEMBER 2018

The Vinitaly forum dedicated to wine business: a two-day event with updates, workshops and networking opportunities for Italian wine-makers and sector professionals.
An occasion for meetings that has helped launch the Italian wine community.

5 STARS WINE

WINE WITHOUT WALLS

3 - 5 APRIL 2019

5StarWines THE BOOK
Wine Without Walls

Rewarding companies that invest in continuous product quality improvements.

VINITALY INTERNATIONAL Academy

Wine Expert and Wine Ambassador certification courses for Italian wine.

23° INT.L PACKAGING COMPETITION

vinitalydesign 2019

Rewarding the efforts of companies that invest in creativity to improve their image.

SOL&AGRIFOOD

TASTE OF BUSINESS

7 - 10 APRIL 2019

The International Exhibition of Quality Agro-Foods has proven capable of developing an interactive exhibition format taking in cooking shows, educational occasions and tastings, to highlight the special features of agro-foods in a business key.

SOL D'ORO INTERNATIONAL COMPETITION
NORTHERN HEMISPHERE

SOL D'ORO INTERNATIONAL COMPETITION
SOUTHERN HEMISPHERE

International olive oil competition now divided into two separate events: one for quality extra virgin olive oil from the Northern Hemisphere and the other for the Southern Hemisphere.

EVOO DAYS

FEBBRAIO 2019

A forum dedicated to the extra virgin olive oil sector.

VINITALY EVENTS ABROAD

2018 2019

NOVEMBER

Vinitaly Hong Kong
Hong Kong International Wine & Spirts Fair
organized by Vinitaly International

Vinitaly Russia - Moscow
organized by Vinitaly International

JANUARY

Bellavita Expo Amsterdam

FEBRUARY

Bellavita Expo Toronto

MARCH

Bellavita Expo Warsaw

Bellavita Expo Hamburg

Vinitaly China Chengdu

MAY

Bellavita Expo Chicago

JUNE

Vinitaly China Road Show

SEPTEMBER

Bellavita Expo Mexico City

Bellavita Expo Bangkok

vinitaly INTERNATIONAL

BELLAVITA
The Excellence of Italy

THE CITY OF VERONA
AND HOW TO REACH THE EXHIBITION CENTRE

Verona is world famous for Shakespeare's "Romeo and Juliet" and is also a UNESCO "World Heritage Site". A city of art, business and tourism.

The most evocative locations in Verona - such as the Arena and the Palazzo Gran Guardia - are specifically chosen by Vinitaly to host prestigious events and elegant gala evenings.

Verona is part of the Great Wine Capitals initiative and the only Italian city included among the 10 world capitals of wine.

Travelling by train has always been the most convenient, fast and sustainable way to reach Vinitaly. Travellers by train can use the pedestrian-bicycle link between the station and the exhibition centre to reach Vinitaly in less than 10 minutes: from platform 12, the route (570 metres long in total) leaves from the rear of the station, crosses over the sidings and reaches Viale Piave; here, you can take a shuttle bus or continue on foot to the exhibition centre following the route marked by special stickers on the ground with directional arrows.

Verona is reached on the Serenissima Motorway (A4 Milan-Venice, exit for Veronafiere: Verona Sud) or the Brennero-Modena Motorway (A22, exit: Verona Nord).

"Valerio Catullo" Verona-Villafranca International Airport is only about 10 kilometres from Veronafiere. During the event, there is a free shuttle service to/from the Exhibition Centre.

CONTACTS

FOR MORE INFORMATION

www.vinitaly.com | info.vinitaly@veronafiere.com

Organized by
veronafiere
Trade shows & events since 1898

53rd EDITION

vinitaly

INT'L WINE & SPIRITS EXHIBITION

PASSION IN BUSINESS

7 - 10
APRIL 2019

--> VERONA <--

INT'L WINE & SPIRITS EXHIBITION

WWW.VINITALY.COM
TRADE ONLY

TOGETHER WITH

SOL&AGRIFOOD
TASTE OF BUSINESS

ENOLITECH
TECHNOLOGY INNOVATION DESIGN

OperaWine
GRAND TASTING
FINEST ITALIAN WINES
6 april 2019

5StarWines
THE BOOK

vinitalydesign
2019

Organized by
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Trade shows & events since 1898

VERONAFIERE.IT

FERRICOM