

The World We Love.




vitaly
Another love story in Verona

Verona 7-11 April 2011
www.vitaly.com



vitality

Vinality: Business, Promotion, Culture

Vinality is the international stage for the world of wine where all the players in the field come together: producers, importers, distributors, restaurateurs/caterers, technicians, journalists and opinion leaders from all over the world travel to Verona to learn about market trends, discover innovations and create new business opportunities. Five days of major events: technical tastings of wines and spirits, overviews of Italian wine-making realities, workshops targeting meetings between exhibiting cellars and buyers selected by Vinality in 60 different countries and an impressive convention programme involving and analysing topics of major current interest to focus on the challenges and prospects posed by the future.

Where: a Verona – Veronafiere
viale del Lavoro, 8

When: Thursday 7, Friday 8, Saturday 9,
Sunday 10 and Monday 11 April 2011

Timetable: Thursday/Sunday:
non-stop 9.30 a.m. - 6.30 p.m.
Monday: non-stop 9.30 a.m. -
4.30 p.m.

Admission: in order to ensure the highest professional standards, Vinality is open exclusively to adult trade operators: entrance is not allowed to persons under 18 years of age, even if accompanied. Compulsory Registration.

Vitaly's statistics:

The 2010 edition:

95.006 sq.m. of net area

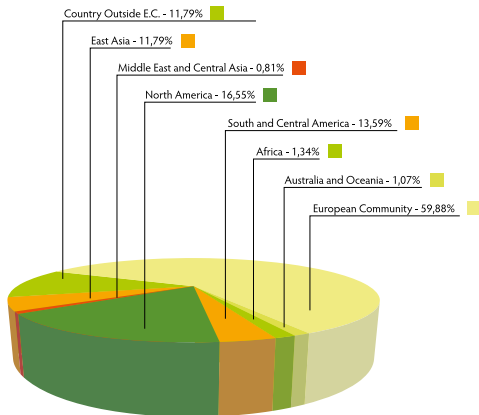
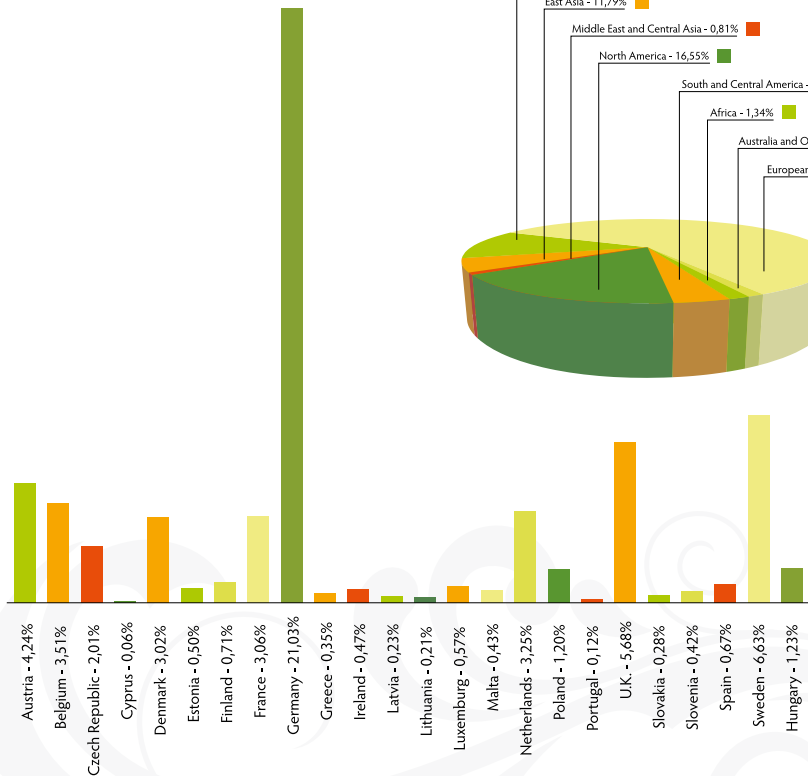
3.996 exhibitors, 91 international

152.990 visitors, 47.011 international

2.444 journalists, 273 international

International visitors provenance

Origin of European Union visitors



Multiplying Business:

Buyers Club Online

Online matching between producers and buyers: a confidential web area, created and managed by Vinitaly, where exhibitors and national/international buyers can meet supply and demand prior to the event in order to define an agenda of B2B meetings during the Exhibition itself.

Large-Scale Distribution Buyers Club

Temporary offices set up by Vinitaly where buyers from the main Large-Scale Distribution chains operating in Italy can meet producers which have attracted their interest: a major opportunity for producers and an extra occasion for final consumers to find new and top quality products on the shelves with the best quality/price ratio.

Workshops

Thanks to VeronaFiere's world-wide network of delegates, the last edition of Vinitaly was attracted buyers from Argentina, China, Austria, Canada, Germany, Portugal, Switzerland, Czech Republic, Paraguay, Turkey, USA, India, Philippines, Singapore, Thailand, Indonesia, Malaysia, Laos, Vietnam, Sweden, Estonia, Lithuania, Norway, Russia, Ecuador, Chile, Holland, UK, Japan, Hong Kong, South Korea, Hungary, Columbia, France, Slovenia, Poland, Uruguay, Brazil, Egypt, Tunisia and Libya. Buyers met exhibitors in specifically dedicated business areas and/or on the stands.

Taste Italy

Event-tasting at Vinitaly exclusively for international operators. Taste Italy promotes Italian wine-growing production on the international market. The tastings are guided by sommeliers selected by Vinitaly, as well as a specific guide book with technical information about the wines and indications for reaching the stand of the producer company.

Multiplying Business:

Trendy Oggi Big Domani

A full-scale workshop for young and emerging companies, an event-area organised in collaboration with Luca Maroni: fewer stands and more promotion for making the right move in a competitive market. Wine tastings in the Wine store, producers on hand in a "light" style and a calendar with many product presentations.

Direct Marketing

In 2010, more than 67,000 Italian and international operators personally received invitations to attend Vinitaly.

Studies & Research: the Vinitaly Observatory

Every year, Vinitaly presents market surveys and research to provide companies and operators with a strategic medium-long term vision. An impressive convention programme discusses and analyses various topics associated with supply and demand in Italy, Europe and the rest of the world.

International Competitions and Awards:

International Wine Competition

The International Wine Competition is one of the most prestigious in the world. It is a well-established marketing and promotion tool, as proven by constantly growing numbers of wines entered. The 18th edition attracted 3,646 wines from 27 countries, about one hundred more entries than in 2009.

The Gran Vinitaly, Vinitaly Country and Vinitaly Region Awards are made every year, alongside the prestigious Grand Gold, Gold, Silver and Bronze Medals.

International Packaging Competition

The International Packaging Competition rewards the best finished bottles of wine, spirits made from grape products and spirits or liqueurs based on fruit other than grapes. The International Packaging Competition rewards the efforts of companies investing in creativity to improve image. The 15th edition attracted 203 entries. The sought-after competition awards are as follows: Gold Label, Silver Label and Bronze Label. The Special Label of the Year and Coordinated Image awards are also made.

International Competitions and Awards:

Vinality International Award

Offering visibility and recognition to professionals promoting the spread of wine culture and production improvements: Vinality has rewarded the commitment of entrepreneurs, companies and journalists distinguished on a national and international scale in promoting the wine sector since 1996. A roll of honour with great names that places Vinality at the heart of production and ideas in the world of wine.

International Wine and Spirit Competition

Vinality, in collaboration with the International Wine and Spirit Competition, London, makes the Communicator of the Year Award to media and communication professionals distinguished in the promotion of wine culture.



FOR MORE INFORMATION:
info.vinality@veronafiere.it

Business in the Glass:

Every year, Vinitaly hosts more than 50 tastings in nine halls perfectly set-up for tastings, with translation services for international guests. Five days of events with an impressive calendar of appointments with theme-based tastings of Italian and international wines that also include prestigious vertical tastings.

Tasting ex...press

The world tour of wine through guided tastings organised by Vinitaly in collaboration with many of the most authoritative international publications in the sector.

Taste and dream

Wine secrets revealed through a major tasting. The event is staged in a truly elegant hall where producers present their top production through a vertical tasting to national and international buyers and famous opinion leaders.

Off-Show in the City Centre: Vinality for You

Vinality for You animates the heart of Verona every evening from Thursday 7 to Sunday 9 April. The supreme setting of Palazzo della Gran Guardia, in Piazza Bra, is the wine bar appointment for all wine enthusiasts. From 18.00 to 24.00 - glamour, live music and especially the great Vinality Wine Store.

Vinality also provides its clients with the prestigious Palazzo della Gran Guardia to organize gala evenings and promotional events.

Where: a Verona – Palazzo della Gran Guardia
Piazza Bra

When: Thursday 7, Friday 8, Saturday 9
and Sunday 10 April 2011

Timetable: 18.00 - 24.00



YOUR CONTACT PERSON FOR EVENTS:

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How to reach Verona:

By car

Verona is easily reached on the "Serenissima" motorway (A4, Milan-Venice, the exit for Veronafiere is Verona Sud) or the Brennero-Modena motorway (A22, Verona Nord exit – follow the Exhibition Centre signposts).

By train

The main railway station is "Verona Porta Nuova" - the crossroads of the Milan-Venice and Rome-Brennero routes. Direct or Intercity trains serve all main stations in northern Italy more or less every hour (for railway information Tel. +39 045 892021 7 A.M. - 9 P.M. or www.trenitalia.it). A free shuttle bus service to and from the exhibition centre during the exhibition.

By air

"Valerio Catullo" International Airport - Verona Villafranca is only about 10 kilometres from Veronafiere. For more information about flights: tel. +39 045 8095666 (6 A.M. to 12 P.M. or www.aeroporto.verona.it). A free shuttle bus service to and from the exhibition centre during the exhibition.

Verona and surroundings:

Historic - cultural itineraries

A timeless city with a long history: from Roman ruins to Mediaeval castles, from numerous Renaissance churches to the majestic palaces of the Italian Risorgimento.

Wine & food itineraries

Exploring the artistic beauties all around the area also means getting to know the traditions of local people, its genuine produce and its perfumes, colours and flavours.

Naturalistic itineraries

Many events are always scheduled - even free of charge and especially in Spring-Summer - by experts and enthusiasts of the local area who literally instil excursionists with passion and love.

Religious itineraries

The signs of religion and the history of faith are concealed inside the walls of sanctuaries set into the rock, cliff-top hermitages, country churches and oratories that can even be admired only for their extraordinary positions...

Visits to museums

The museums in the Province of Verona are the vital testimony of the history, archaeology, customs, ancient traditions and activities still today passionately carried out by local inhabitants.



Per maggiori informazioni: www.tourism.verona.it



Organized by



VERONAFIERE

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