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Press Release

**WINE: VINITALY LAUNCHES INTERNATIONAL PROMOTION SCHEDULE WITH**

**ROAD SHOWS IN CHINA (11-15 SEPTEMBER) AND WINE SOUTH AMERICA (12-14 SEPTEMBER)**

Verona, 8 September 2023. The international promotion agenda for Italian wine around the world implemented by Veronafiere is ready to go - with China and South America leading the way in Vinitaly's internationalization plan embracing 15 target markets from now until March 2024.

The debut event is the 6th Vinitaly China Roadshow with 60 Italian companies and three tutelage consortia (Barolo Barbaresco Alba Langhe and Dogliani; Valpolicella and Franciacorta) in the forefront during the three stages in Beijing (11 September), Changsha (13 September) and Hangzhou (15 September). The schedule includes tastings and master classes for horeca operators, importers and the trade press organized in collaboration with the ICE Trade Agency with the support of the Ministry of Foreign Affairs and the diplomatic system. This project to promote Italian wine will also involve wine enthusiasts from the three Chinese cities hosting the Italian Wine Week at the same time - a programme of events spread across the main fashionable locations conceived and managed by Veronafiere through its operational headquarters in Shanghai.

From Asia to South America: Bento Gonçalves in Brazil on Tuesday 12 September welcomes the 4th Wine South America event (scheduled until 14 September). This international wine fair by Vinitaly-Veronafiere is promoted through its subsidiary Veronafiere do Brasil with the aim of bringing South America and Europe together in the name of wine

In collaboration with ICE Trade Agency, the Italian pavilion in Bento Gonçalves - the Brazilian capital of grapes and wine - will host more than 20 producers covering Italy's wine offering from North to South. Events also include six master classes to disseminate the broad range of Italian wines in a country such as Brazil, by now the third largest non-EU market after the USA and Mexico.

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