

Press Release

**Wine: Vinitaly inaugurated in China with road shows in 3 cities from today until 15 September. Evolving demand in China - quantity down but average prices up by 30%**

Verona, 11 September 2023. The **6th edition** of the **Vinitaly China Roadshow** was Inaugurated today in Beijing - the first event of the year specifically promoting Italian wine in the Chinese capital, also marking the launch of Veronafiere's international calendar. Until 15 September, the Italian flag will fly over the trade fair format promoting Italian winemaking. In addition to **Beijing** (Rosewood Beijing Luxury Hotel), the event will travel to two other emerging cities: **Changsha** (13 September, Niccolo Changsha Hotel), one of the main domestic tourism destinations, and **Hangzhou** (15 September, Park Hyatt Hangzhou), the city of water narrated by Marco Polo and home to the coming 19th edition of the Asian Games set on 23 September.

"Our Roadshow," said the **President** of **Veronafiere**,**Federico Bricolo** on opening the event, "is the only one that did not stop even during the Covid years. Its formula, focusing on business and communication, establishes it as the main Italian wine event in China, thanks not the least to many years of collaboration with the Ministry of Foreign Affairs, the Embassy and Consulates, the Italian Commission for Foreign Trade and the ICE Trade Agency."

Cooperation in the name of Italian wine was also highlighted by the **Italian Ambassador to the People's Republic of China**, **Massimo Ambrosetti. In his speech,** he emphasised that the Vinitaly China Roadshow "demonstrates the added value of knowing how to bring together the main players in the Italian wine sector. As the Italian Vice President of the Council and Minister of Foreign Affairs, Antonio Tajani, himself mentioned a few days ago here in Beijing, "Growth Diplomacy" requires us to continually in support the internationalization of our companies and defend Made in Italy with great coordination and unity of purpose."

In fact, **the** 60 **Italian companies** taking part in the Vinitaly China Roadshow, including the **Barolo Barbaresco Alba Langhe and Dogliani Tutelage Consortium**, the **Franciacorta Tutelage Consortium** and the  **Valpolicella Tutelage Consortium**  presenting a total of **more than 600 labels**. Leading importers are also expected to take part, such as Sinodrink, Interprocom, Pietra Rossa, Zefiro, Sarment and CWS. The food section sees the of the **Fontina Cheese Consortium** which will work alongside three of the top Italian restaurants in China.

The **Managing Director** of **Veronafiere**, **Maurizio Danese**, said: "We are receiving important signals regarding evolution in demand. Despite China experiencing a period of contraction in overall wine imports, nevertheless there are positive signals - starting with a move to higher quality orders. Over the last six months, the average price trend for Italian wine saw an increase of 32% and today our price lists are on average 40% higher than the average on China's import market. Vinitaly's objective is to oversee all the more a market which, despite the economic pit stop, we unquestionably view as the most strategic in the medium-long term, with expected growth in consumption of 4.1 million hectolitres over the next 15 years."

In addition to walk-around tastings for trade operators and the press, five master classes are also scheduled in the three cities. Beijing opens with “Taste the Best of Italy”, the super tasting organized in collaboration with the ICE Trade Agency led by China's only Master Sommelier, Yang LV. "This Roadshow," said the **coordinator** of the **Italian Trade Agency in China**, **Gianpaolo Bruno**, "is a unique opportunity for full immersion in the art of Italian winemaking and discover the extraordinary varieties that our country has to offer." The focus on "Barolo & Barbaresco: Khe king and Queen of the red wines" by Sophie Liu, one of the best-known wine communicators in China, closes the appointment in the capital.

The Valpolicella Wine Consortium will come to the fore in Changsha (13 September), with “Travel in time and discover the beautiful wines of Amarone della Valpolicella Docg and why they express more than 2,000 years of Italy history”, the master class led by JC Viens. Sparkling wine is the focus in in Hangzhou of the tasting “Be inspired and discover why the sparkling wines of Franciacorta Docg are truly the quintessential expression of the Italian art of living” (JC Viens), joined by the replica of the Barolo Protection Consortium and Barbaresco master class signed by Master of Wine, Fongyee Walker.

Events organised by ICE Trade Agency for the Vinitaly China Roadshow also include the two courses titled "I love ITAlian Wines". Objective: accredit more than 100 new Italian Wine Ambassadors in the cities of Changsha and Hangzhou.

There is also space for wine lovers with the fourth edition of the **Italian Wine Week**. This widespread event this year will involve a record number of more than ninety bars and bistros in the three cities, the e-commerce and retail platforms taking part in this initiative curated by the operations office of Veronafiere S.p.A. with four local partners: ValuedShow, Grape Wall of China, Changsha Eurasia and Lookvin. An unprecedented commitment to reach not only importers but also the most important sales accounts in China.

De Longhi has confirmed its involvement for the third consecutive year, continuing its collaboration with Hope & Sesame, included in the ranking of the 50 top bars in Asia.

**Vinitaly China Roadshow programme: 11-15 September 2023**

**Beijing**, Monday 11 September 2023 at Rosewood Beijing

11.00-12.30 Master class “Taste the Best of Italy”, MS Yang LV

14.00-19.00 Walk-around tasting

15.30 – 17.00 Master class: “Barolo & Barbaresco: the King and Queen of Red Wines”, Sophie Liu

**Changsha**, Wednesday 13 September 2023 at Niccolo Changsha

13.30-18.00 Walk-around tasting

15.30-16.30 Master class “Travel in time and discover the beautiful wines of Amarone della Valpolicella Docg and why they express more than 2,000 years of Italy history”, JC Viens

**Hangzhou**, Friday, 15 September 2023 at Park Hyatt Hangzhou

13.00-19.00 Walk-around tasting

13.30-15.00 Master class “Be inspired and discover why the sparkling wines of Franciacorta Docg are truly the quintessential expression of the Italian art of living”, JC Viens

16.00-17.30 Masterclass ““Barolo & Barbaresco: the King and Queen of Red Wines”, MW Fongyee Walker

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