

History and stages in the internationalisation of the event

**VINITALY WORLD TOUR: WORLD-WIDE SINCE 1998
PROMOTING THE SUCCESS OF ITALIAN WINE**

By becoming an integrated system supporting international promotion of Italian wines, Vinitaly has also helped small-medium Italian wine companies find commercial outlets abroad at accessible investment costs for their dimensions. History and stages in the internationalisation of the event.

The history of Vinitaly World Tour began in 1998 when VeronaFiere decided to launch a new approach to the promotion of small-medium Italian companies. The event was launched in China and, over time, the homeland of the Great Wall has been joined by the United States, India, Russia and Japan, in a world tour increasingly appreciated by export-oriented producers who can promote their names or consolidate positions on some of the most important and promising markets for Italian wine.

VeronaFiere's international events over the years have also catalysed efforts by government institutions and associations involved in international promotion of "Made in Italy" wine and food against a logic of economic integration between the various initiatives.

Inasmuch, the partners of Vinitaly now include Mipaaf (Ministry for Agricultural, Food and Forestry Policies), ICE (National Institute for International Trade), Buonitalia (the company set up by Mipaaf to assist companies on international markets) and since 2006 by Fiere di Parma with Cibus. Regional institutions, as well as tutelage consortia and producer associations, have found in the Vinitaly World Tour an effective tool for group presentations of wines and wine-making companies.

Vinitaly and Vinitaly World Tour for VeronaFiere are the two sides of the same medal. These events focus on a single theme: the former is the main exhibition during which growing numbers of buyers from all over the world (150 thousand visitors attended the 2008 edition including 45 thousand international operators from more than 100 countries) establish contacts with the best wine production during increasingly specialised business to business events; the latter is the event dedicated to the promotion of Italian wine culture abroad, through tastings and workshops targeting trade operators.

These stages have helped the Exhibition become an integrated approach to international promotion serving the "country system".

1998: VeronaFiere celebrated its centenary by organising China Wine in Shanghai - a positive experience repeated in following years with the name Vinitaly China that in 2008 also evolved into a tour taking in Peking, Shanghai and Macao.

2001: the year of Italy in Japan. Tokyo was home to the Italian Wine and Food Festival, a major promotional event for Italian wine, olive oil and typical produce.

2002: June saw VeronaFiere organise Vino&Olio in Singapore.

2003: after a successful initial event in 2002, the exhibition also "conquered" America with Vinitaly US Tour in Chicago and San Francisco - and also attended IFOWS, the Italian Food and Wine Show, in Mumbai, India.

2004: The Vinitaly brand was directly promoted - for the first time, after six years - in China and - an absolute innovation - in Russia. The Vinitaly US Tour travelled to Miami and San Francisco.

2005: even stronger internationalisation of the brand serving the Italian wine system .. and much more. New "manoeuvres" in India with IFOWS to prepare the ground for the first edition of Vinitaly India. May saw the second edition of Vinitaly Russia and October welcomed the US Tour (Boston, Chicago and Los Angeles). November - by now a consolidated tradition - saw Shanghai host another edition of Vinitaly China.

2006: Vinitaly celebrated 40 years of operations as a well-established event and expanded its presence on international markets thanks to Vinitaly Japan in Tokyo, the first edition with the Vinitaly brand in India in Mumbai and New Delhi, the

third Vinitaly Russia event adding St. Petersburg alongside the consolidated event in Moscow, Vinitaly US Tour (Chicago, Los Angeles and Las Vegas) and Vinitaly China in Shanghai with Cibus.

2007: the Vinitaly year in the most important emerging markets began in January with the 2nd edition of Vinitaly India in Mumbai and New Delhi. June saw the preview of Vinitaly Japan in Tokyo during the Italian Wine Day, with the signing of the commercial agreement with Isetan, the Japanese distribution chain specialising in fashion and niche food products belonging to ADO (All Nippon Department Stores) - a group associating 66 luxury and fine food stores. June also saw the 4th Vinitaly Russia in Moscow and St. Petersburg, while October welcomed the 5th Vinitaly US Tour, with stop-offs in Chicago, Los Angeles and San Francisco. November hailed the 2nd edition of Vinitaly Japan in Tokyo, following a promotional week in October of a selection of Italian wines winning awards in the International Wine Competition through a special "Vinitaly corner" inside the Isetan stores in the capital: the initiative strengthened the services offered to companies by Vinitaly. The year closed with the 9th Vinitaly China in Shanghai, now established as the most important wine&food event in Asia.

2008: institutions and international operators acknowledge Vinitaly's role as the ombudsman for the quality of Italian wines on international markets. The Vinitaly World Tour set off again from India in January. February saw Vinitaly US Tour, now doubling up with an initial trip to Miami and Palm Beach. June welcomed the new stage in Russia, while October saw Vinitaly return to the USA - this time to Chicago, New York and, for the first time, to the capital Washington. The international calendar culminated in November with Japan (where the promotion agreement between VeronaFiere and Isetan has been extended until 2010) and China - by now a full-scale tour as in the USA - with stop-offs in Peking, Shanghai and - for the first time - Macao.

2009: The Vinitaly World Tour resumes in February in the United States. The two stop-offs in Miami and Palm Beach, joining the three Autumn stop-offs, further strengthen the new strategy promoting Made in Italy in the USA. June saw the 6th edition of Vinitaly Russia, while the second part of Vinitaly US Tour is scheduled 19-22 October with stop-offs in Chicago, San Francisco and Houston. Then come the 11th Vinitaly China 4-7 November in Hong Kong, Peking and Shanghai and the 4th Vinitaly Japan in November, that as of this year becomes Vinitaly Japan & Korea with stages in Tokyo 25 November and Seoul 27 November.

2010: The Vinitaly Tour will first take a group of Italian vintners to India and Singapore (January 19.20) and return to US in February.

Vinitaly US Tour Miami and Palm Beach 2010: For the 8th year, 3rd consecutive in Florida, **Vinitaly US Tour 2009** brings Italy's best wine and olive oil products to showcase in USA, on February 8, 9 and 10.

Vinitaly US Tour Miami & Palm Beach 2010 special events (guided wine tastings, wine makers' dinners, private tastings, press conferences, special promotions) will accompany **VINITALY US TOUR** on each stop.

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