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Wine: Vinitaly targets Eastern Europe with the "Italy Area" at Wine Vision in Belgrade

Verona (ots) -

GROUP SHOW WITH 57 ITALIAN COMPANIES AT A B2B EVENT WITH STRONG GROWTH IN DEMAND (+13%)

Vinitaly's coverage of Eastern Europe swings into action again with the "Italy Area" at **Wine Vision by Open Balkan** in Belgrade from tomorrow until Sunday 24 November. This third edition, organised by Veronafiere in collaboration with the ITA Trade Agency, aims to establish the presence of Italian wine not only in the Balkans (Serbia, North Macedonia and Albania) but also in a large part of Eastern Europe. Fifty-seven Italian companies are taking part in the group show representing 8 regions (Abruzzo, Friuli-Venezia Giulia, Lombardy, the borders, Piedmont, Apulia, Tuscany and Veneto) matching b2b meetings with buyers from 11 countries (Albania, Austria, Bosnia Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Serbia, Slovakia, Slovenia and Hungary). Overall, the business area dedicated to Italian B2B at Wine Vision responds to demand growing much more strongly than global Italian wine exports; in fact, Italian sales recorded an increase in value last year in the 11 target countries of 8.6% (around 250 million Euros), compared to a world export average of -1.6%. A boost replicated in the first 8 months of this year, with a trend in value of +13%.

"The mission to Belgrade," said the General Manager of Veronafiere, **Adolfo Rebughini**, "is also part of Vinitaly's planned activities to select and invite local operators and buyers to next year's show in Verona itself 6-9 April. Reciprocal interests with the partners of Open Balkan that took shape at the last Vinitaly with 1,567 operators from the Balkans area and significant attendance – which will be seen again in 2025 – at the Verona Exhibition Centre of producers from Serbia, Albania and North Macedonia in a joint exhibition space, with the best labels from these three countries side by side in a specific area."

Last but not least, 6 master classes will be held in Belgrade conducted by the President of Aspi, Giuseppe Vaccarini. The main labels representing Italy's key wine-making areas will be in the forefront: from Franciacorta to Langhe, from the vineyards of Friuli to Abruzzo and Sardinia, from Prosecco to Soave and Valpolicella.

Media and Institutional Relations

Tel.: + 39.045.829.83.50 - 82.42 - 82.10 - 84.27

E-mail: pressoffice@veronafiere.it;

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