

Vinitaly 2018: starting 13 April Verona will be the world's wine capital.

Edoardo Bonatti

10 aprile 2018

The international wine industry is preparing for one of the premier events of the year. The 52nd edition of Vinitaly is taking place in Verona from 15 to 18 April calling to the city over 128,000 visitors, including 48,000 from abroad. The main expo will be reserved for business and entrepreneurs involved in the wine, food and tourism industries.

Vinitaly will offer its visitors to engage with the worldwide wine community to find business opportunities, discuss the latest enology's topics while tasting the finest drinks available on the market. B2B matching will also be possible all year round thanks to a new online directory collecting 4,319 exhibitors from 33 countries and an information portal in three languages (Italian, English, and Chinese). The increasingly international breath of the fair is confirmed by the growing number of foreign exhibitors in the International Wine Hall pavilion, including commercial delegations hailing from 58 countries.

A myriad of events will animate the Verona city centre from 13 to 16 April as the "Vinitaly and the City" initiative, now in its fourth year, will offer the general public a taste of what the wine world has to offer. Breaking free from the trade fair formula, "Vinitaly and the City" is going to include the city of Verona and nearby towns such as Soave, Bardolino, and Valeggio sul Mincio. Wine enthusiast will flock to the city, as 35,000 visitors did last year, leaving the main event to business' professional but gaining an opportunity to jointly experience wine and cultural excellence.

The wine industry in Italy is on the rise as confirmed by Coldiretti and Istat in their market analysis for 2017: export registered a record 5.9 billion euro thanks to an on year increase of 6.2% according to the national statistics institute. However Italian export is still anchored to traditional export markets (the United States, Germany and United Kingdom) and events such as Vinitaly will aid Italian wine producers in engaging with still relatively unexplored countries such as the Asian ones.

Foreign investors willing to tap into the potential of the Italian wine industry will find thanks to InvestorVisa.it opportunities to do so: we are offering big and small investments in farm and hotels with their own, already established, vineyards. By investing in them, businessmen will be able to request a visa for Italy, thanks to the new government initiative designed to attract non-EU entrepreneurs and capitals to the country.

Sources: La Repubblica and L'Arena