

*** MARKET FOCUS 7**

**The regional differences
for Italian wines in Germany**

WHERE: Sala Respighi (Palaexpo, Entrance A1,
first floor)

WHEN: Wednesday, 25th of March,
10:00 - 11:00

Moderated by Richard Grosche, Managing
Director of Weingut Reichsrat Von Buhl

SCHEDULED SPEAKERS:

- Kathrin Brunath, Expert of Italian Wines
- Sofia Biancolin, President of DE.S.A.
- Michael Libert Wine, Consultant Vipino.de

Session held in English

<http://winesingermany.eventbrite.it>



*** MARKET FOCUS 8**

**U.S. Wine Market:
Disrupting the System**

WHERE: Sala Respighi (Palaexpo, Entrance A1,
first floor)

WHEN: Wednesday, 25th of March,
11:30 - 12:30

Presented by Steve Raye, Managing Partner
Brand Action Team

Session held in English

<http://uswinemarket.eventbrite.it>

*** In cooperation with**



Ministero dello Sviluppo Economico



ITALIAN TRADE AGENCY
ITA - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



CALENDAR 2015

Canada - 28th/29th January

Vitality Canada, Grano Restaurant (28/01),
The Sommelier Factory (29/01), Toronto

China - 6th February - 6th April

Expo Tour China: Zhengzhou, Jinan, Shanghai

Italy - 14th/15th February

H-ACK Wine, H-Farm, Roncade (TV)

Italy - 16th-20th March

Vitality International Academy Certification
Course, Verona

Italy - 21st March

OperaWine, Finest Italian Wines 100 Great
Producers, Palazzo della Gran Guardia,
Verona

Italy - 22nd-25th March

Vitality, Veronafiere, Verona

China - 23rd-25th March

Vitality China, Kempinski Hotel, Chengdu

Italy - 1st May - 31st October

Vino a Taste of Italy, Expo 2015, Milan

USA - 1st June

Vitality USA, New York Vintners, New York

USA - 8th-11th June

Vitality USA, FMI Connect, Chicago

China - 17th-20th September

Vitality China, Shanghai Wine & Dine Festival

Hong Kong - 5th-7th November

Vitality Hong Kong, Hong Kong International
Wine & Spirits Fair

Russia - November

Vitality Russia, Swissôtel Hotel, Moscow

Italy - 2nd/3rd December

wine2wine, Veronafiere, Verona

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TALK BUSINESS SERIES



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Sala Tulipano, Palaexpo, Entrance A1, level-1

"Château Cheval Blanc: portrait of Cheval Blanc and Petite Cheval"

with Pierre Lurton and Ian D'Agata
Sunday, 22nd of March, 11:00 - 12:00

**"Château Marjose: great Bordeaux Rouge and Bordeaux Blanc ages well
and costs a fraction of the price of Crus Classés"**

with Pierre Lurton and Ian D'Agata
Sunday, 22nd of March, 12:45 - 13:45

"Amarone della Valpolicella: focus on old and new vintages"

with Ian D'Agata
Sunday, 22nd of March, 15:00 - 16:00

**"How wine modifies its aroma and flavour profile when it comes into contact
with oxygen: Arneis, Barbaresco and Barolo and the Coravin system"**

with Federico Ceretto and Ian D'Agata
Monday, 23rd of March, 15:00 - 16:00

organized by



VERONAFIERE



Ministero dello Sviluppo Economico



www.vitalityinternational.com | www.operawine.it | media@vitalitytour.com

PRESS CONFERENCE (By Invitation Only)

“Opera Wine meets Vinality International Academy”

WHERE: Palazzo della Gran Guardia

WHEN: March 21st 13:00 - 14:00

Moderated by Stevie Kim, Managing Director Vinality International

SCHEDULED SPEAKERS:

- Giovanni Mantovani, General Director of Veronafiere;
- Thomas Matthews, Executive Editor Wine Spectator;
- Ian D’Agata, Scientific Director of VIA

* MARKET FOCUS 1

Wine Education in Hong Kong: the challenges of food & wine pairing and wine descriptions

WHERE: Sala Bellini (between Hall 6 and 7)

WHEN: Sunday, 22nd of March, 14:00 - 15:00

Moderated by JC Viens, Grande Passione

SCHEDULED SPEAKERS:

- Corinne Mui, COO & Senior Wine Educator, AIWS
- Jennie Mack, Managing Director and Senior Wine Educator
- Mabel Lai, Owner of The Hong Kong Wine Academy
- Micky Chan, Wine Educator and Consultant

Session held in English

<http://focushk.eventbrite.it>

TASTING 1 - WSET

Developing Professional Tasting Skills

WHERE: Sala A (First Floor, Hall 10)

WHEN: Sunday, 22nd of March, 14:30 - 16:00

Presented by Nicholas Pead & Rachel Brown

<http://wsetseminar1.eventbrite.it>

MARKET FOCUS 2

What do Italian producers need to know about the Russian wine market today?

WHERE: Sala Bellini (between Hall 6 and 7)

WHEN: Sunday, 22nd of March, 16:00 - 17:00

Moderated by Alexander Sidorov, Editor-in-chief at Drinktime

SCHEDULED SPEAKERS:

- Nikolay Chashchinov, Mozel Saint Petersburg
- Anatoly Korneev, Vice President Simple
- Vladislav Volkov, General Manager Vinoterra
- Ekaterina Khudaykova, Head of Training Department MBG

Session held in English

<http://focusrussia2.eventbrite.it>

TASTING 2 - WSET

A journey through new world wines with the WSET

WHERE: Sala Tulipano (Palaexpo, Entrance A1, level-1)

WHEN: Monday, 23rd of March, 10:30 - 12:00

Presented by Nicholas Pead & Rachel Brown

Session held in English

<http://wsetseminar2.eventbrite.it>

MARKET FOCUS 3

30 Lessons of wine communication for Italian Brands

WHERE: Sala Respighi (Palaexpo, Entrance A1, first floor)

WHEN: Monday, 23rd of March, 14:30 - 15:30

Moderated by Cathy Huyghe, Columnist for Forbes

SCHEDULED SPEAKERS:

- Robert Joseph, Founder of Wine International Magazine and the London International Wine Challenge

- Reka Haros, Co-Owner Sfriso Winery
- Damien Wilson, Director MSc Wine Business programme
- Rebecca Hopkins, Vice President Communications at Folio Fine Wine Partners

Session held in English

<http://focususa.eventbrite.it>

MARKET FOCUS 4

The Chinese palate according to Chinese Sommelier

WHERE: Sala Respighi (Palaexpo, Entrance A1, first floor)

WHEN: Monday, 23rd of March, 16:00 - 17:00

Moderated by Weiley Lu, Sommelier at The Loop Wine & Kitchen

SCHEDULED SPEAKERS:

- Hu Yingxia, Wine Advisor at The House of Roosevelt
- Hou Tielin, Beverage Manager Hotel Sommelier at Kerry Hotel Pudong
- Wu Xiaobin, Sommelier at M1NT Shanghai

Session held in English

<http://focuschina.eventbrite.it>

TASTING

The Good, the Bad and the Ugly of Artisanal Wines

WHERE: Sala Argento (Palaexpo, Entrance A2, level-1)

WHEN: Tuesday, 24th of March, 11:00 - 12:30

Moderated by Stevie Kim, Managing Director of Vinality International

SCHEDULED SPEAKERS:

- Pedro Ballesteros Torres MW, Decanter WWA Panel Co-Chair.
- Costantino Charrère, Owner of Les Cretes and Past President of FIVI
- Monty Waldin, Decanter

- Robert Joseph, Founder of Wine International Magazine and the London International Wine Challenge
- Ian D’Agata, Scientific Director of Vinality International Academy
- Olivier Humbrecht MW, Co-Owner of Domaine Zind Humbrecht

Session held in english with translation to Italian

<http://bit.ly/18RzXmU>

MARKET FOCUS 5

Brasilian wine market brief

WHERE: Sala Puccini (between Hall 6 and 7)

WHEN: Tuesday, 24th of March, 14:30 - 15:30

Moderated by Alexandra Corvo, Sommelier and Owner of “Ciclo das Vinhas” Wine School

SCHEDULED SPEAKERS:

- Edsandro Arruda, Belmond Copacabana Palace’s Head Sommelier
- Andrea Batazzi, Delegato Veronafiere per l’America Latina

Session held in English

<http://focusbrasile.eventbrite.it>

* MARKET FOCUS 6

Wine in China: Big importers small importers

WHERE: Sala Puccini (between Hall 6 and 7)

WHEN: Tuesday, 24th of March, 16:00 - 17:00

Moderated by Martin Hao, Founder and Chief Wine Consultant at Happy VINO Wine Education

SCHEDULED SPEAKERS:

- Dott. Antonino Laspina, Direttore dell’Ufficio ICE di Pechino
- Edward Liu, General Manager of SinoDrink
- Vinicio Eminent, Owner at VM Fine Wines

Session held in English

<http://focuschina2.eventbrite.it>