

Press Release
For Immediate Release

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Quest for new export opportunities finds answers at wine2wine2019

With Italian wine exports slowing down, wineries need to broaden their horizons and learn how to diversify markets. On November 25th and 26th, 2019, at Vinitaly's wine business forum wine2wine, producers will discover their next best export opportunities with renowned wine insiders from Japan, Canada, India, Singapore, and China.

Growth rates for Italian wine abroad are lower than five years ago and strictly linked to sparkling wines. According to data presented by Nomisma Wine Monitor, the stagnation is due to Italian producers only focusing on few markets: USA, Germany, England and Switzerland. In order to keep up exports, Italian wineries need to expand to new countries and learn how to diversify markets. As stated by Denis Pantini of Nomisma Wine Monitor, Italian wineries should either point at nearly unexplored areas like Eastern Europe, or towards countries already recording a strong interest in Italian wines such as Japan, South Korea and Canada.

This year's edition of wine2wine, Vinitaly's wine business forum held in Verona on November 25th and 26th, features many sessions that will change the way producers perceive many consumer markets and how Italian brands market wine abroad.

Participants willing to bet on little-known markets should attend "India Wine Insider: The Consumer Outlook and how to sell Italian wines in India", the session presented by Sonal Holland MW, India's first and as of yet only Master of Wine. Often referred to as one of the most important emerging markets, India's growing availability of international and national wines has provoked a significant interest in this product, causing a change in consumer choices. Rapid urbanization, the rapprochement of the Indian and Western lifestyles, and the rise in the average household income have further contributed to the growth in popularity of wine, turning India into one of the most fascinating markets for a producer.



Sonal Holland MW (Left) and Gurvinder Bhatia (Right)

Professionals keen in deepening their knowledge on Canada will find their crowd at Gurvinder Bhatia's talk. In his session, *Quench Magazine's* Wine Editor will explore the growth of Italian wines in

Canada with the understanding that referring to the Canadian market as a singular entity is misleading and inaccurate.

Attendees interested in the Asian market will have the chance to scout Japan, Singapore, and China. For Japan, with the help of journalist and consultant Shigeru Hayashi, they will acquire a knowledge of the impact that the Tokyo 2020 Olympics are expected to have on demand for Italian wine, the current status of Italian wine and its role in the country and how it should be promoted on the Japanese market. Producers willing to explore a high potential export market should take note of Annette Scarfe MW's talk on Singapore, while those wanting to delve into the everchanging Chinese landscape should follow the talks delivered by Jean Charles Viens, Founder of Grande Passione and based in Hong Kong and by Ian Ford, Nimbility's Founding Partner and expert in the Chinese wine market.

Most of wine2wine 2019's markets sessions have been organized in collaboration with the ICE – Italian Trade Agency. In particular, the governmental body sponsored: the B2B Speed Date on November 25th, two special sessions on November 25th and 26th and all of the ICE Agenzia Room's talks on November 26th.

During the B2B Speed Date, participants to 5StarWines - the Book, Vinitaly Hong Kong and Vinitaly Russia will be matched with buyers from the Czech Republic, Russia, Japan and Canada. The same buyers, together with ITA representatives, are going to present two special sessions on both days. The first, to be held in the Innovation Hub 11:30 to 12:15, will debate the Czech and the Russian market. The second, held in the same room on the following day 11:00 to 12:00, will explore Canada and Japan. On November 26th, all of the ICE Agenzia Room's scheduled sessions will be sponsored by the Agency and—with the exception of the two sessions dealing with China—moderated by an ITA representative: Emanuele Giusti for Canada, Margherita Zanelli for the UK, Anna Flavia Pascarelli for Belgium and Toshiko Omichi for Japan.

Tickets for wine2wine can be bought here: <https://www.wine2wine.net/biglietti/>. Special discounts for wine producers are available until November 20th and can be accessed by contacting help@wine2wine.net.

About: *wine2wine* is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. *wine2wine* 2019 will take place on November 25th and 26th. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. *wine2wine* provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at www.wine2wine.net or by emailing info@wine2wine.net.