

## The most important wine exhibition in South America closes at Bento Gonçalves

### VERONAFIERE STRENGTHENS ITS OPERATIONS IN BRAZIL AND THE MERCOSUR AREA MORE 300 EXHIBITORS AND 6.600 PROFESSIONAL OPERATORS ATTEND WINE SOUTH AMERICA

**Verona, 1 October 2019** - Over 300 exhibiting companies from thirteen countries and 6,600 professional operators from 21 countries. These are some of the facts and figures for the second edition of **Wine South America** (25-27 September), the wine sector trade fair organised by Vinitaly-Veronafiere Group through its subsidiary **Veronafiere do Brasil** in Bento Gonçalves, Rio Grande do Sul. The event improved over the total attendance posted last year by 10%, as well as positing a 30% increase for international participants.

The exhibition came into being with the aim of bringing this area and Europe closer together in the name of wine, on the one hand by promoting exports from the old continent to the Mercosur area and, on the other, by facilitating the creation of joint ventures and agreements between Brazilian and Italian companies and many other items. Organised in the Bento Gonçalves Event Park over an exhibition area of 10,000 square metres, Wine South America confirmed its status as the largest professional wine event in Latin America. Three hundred exhibitors attended, including wine cellars, exporters, distributors, representatives, producers of wine-growing machinery, accessories for consumption and companies providing specialist services. Products on show also included an area focusing on agro-foods.

The Buyer Project was attended by 230 professionals from Brazil and elsewhere, who thereby met companies with the aim of signing new business agreements. B2B meetings were attended by international buyers from Peru, Chile, Colombia, Paraguay, the United States, Europe and China.

*"Veronafiere is keen to play a leading role in countries where demand for products such as wine and food is booming and where Made in Italy still has significant room for growth," said the CEO of Veronafiere, Giovanni Mantovani. "And following the launch of Wine South America in Brazil, in 2020 we will promote Wine to Asia in Shenzhen in China: permanent promotion platforms created thanks to Veronafiere's new business plan which envisages 105 million euros in investments with the aim of upgrading our facilities as well as developing new products in Italy and abroad, with a strong focus on internationalisation."*

**Market.** Italy is the fifth largest EU exporter of agro-food products to the Mercosur area (Brazil, Argentina, Paraguay, Uruguay and Venezuela) for a total value of 266 million euros. Made in Italy holds between 10% and 20% of the market in South America and here, not the least in the wake of the recent EU-Mercosur agreement, trade is expected to expand following the abolition of duties. As regards the wine market, the Vinitaly Observatory - Wine Monitor Nomisma suggests that Brazil ranks first among emerging countries considered to be most promising, on the strength of 324.9 million euros of wine imports on a global scale and the leap forwards by 156% in just ten years since 2007. In the first seven months of 2019, Brazil imported wine from all over the world worth a total of 171.86 million euros (+0.8% compared to the same period 2018), of which 18.05 millions from Italy (-2.7%).

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