

## **VERONAFIERE: VINITALY: DATE IN THE LATTER PART OF APRIL 2020 CONFIRMED (19-22)**

**The decision was taken together with the main sector associations, the President of the Veneto Region and the Mayor of Verona. CEO Mantovani: "The wine sector is the positive turning point for the country"**

**Verona, 26 February 2020** - Veronafiere has confirmed the dates for the 54<sup>th</sup> edition of Vinitaly, which will take place as scheduled in the latter part of April - from Sunday 19 to Wednesday 22 to be precise.

The decision - the outcome not the least of careful analysis of available data as well as listening to the positions of stakeholders and the market - including the main sector associations - was taken this afternoon by the Board of Directors of Veronafiere.

The decision was also taken in agreement with the President of the Veneto Region, Luca Zaia, and the Mayor of Verona, Federico Sboarina.

"The world of Italian wine has already provided positive signs of change in the past. Veronafiere is convinced that, even on this occasion, the sector will contribute to the recovery of our economy and revive a climate of trust in the country," said CEO **Giovanni Mantovani**.

Veronafiere, in keeping a close eye on developments, quickly scheduled a meeting with representatives of the supply chain to activate all incoming and promotional resources and action on international markets.

"We are well aware," **Mantovani** added, "of the current difficulties and the distorted image of Italy perceived abroad, yet we are convinced that the emergency will be brought under control so that we can duly organize the event representing the driving force for Italian wine in the world."

### **Veronafiere Press Service**

Tel.: + 39.045.8298.223 - 210 - 350

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)

Twitter: @pressVRfiere

Web: [www.veronafiere.it](http://www.veronafiere.it)