

**VERONAFIERE ANNOUNCES NEW DATES FOR VINITALY: 14-17 JUNE 2020
OPERAWINE PREVIEW WITH WINE SPECTATOR NOW SCHEDULED 13 JUNE**

**THE DECISION WAS TAKEN TOGETHER WITH THE MAIN SECTOR ASSOCIATIONS,
THE PRESIDENT OF THE VENETO REGION AND THE MAYOR OF VERONA**

Verona, 3 March 2020 - «Following the rapid evolution of the international situation giving rise to evident difficulties concerning all promotional activities, Veronafiere has decided to postpone the dates for Vinitaly, Enolitech and Sol&Agrifood to 14-17 June 2020, judged to be the best period for ensuring the highest business quality standards for exhibitors and visitors.» **Giovanni Mantovani**, CEO of Veronafiere, made this announcement at the end of the Board of Directors meeting today. «Vinitaly, together with OperaWine,» Mantovani went on, «will therefore take place in a context when the great occasions for the excellence of Made in Italy - such as Cosmoprof and the Salone del Mobile, for example - will have the task of refocusing the attention of international markets and the image of Italy.»

The decision was the outcome of careful analysis of available data as well as listening to the positions of the market stakeholders, including the main sector associations: Unione Italiana Vini, Assoenologi, Federvini, Federdoc, Federazione Vignaioli Indipendenti and Alleanza delle Cooperative Settore Vitivinicolo.

«Rescheduling Vinitaly in June, as well as other important international events in Milan and Bologna,» explained **Maurizio Danese**, President of Veronafiere, «is a signal that Made in Italy is convinced of a prompt economic recovery in key sectors of the country-system. We therefore hope that the new national trade fair calendar will generate renewed confidence and be the tool which will capitalize on the resumption of operations in our country.»

Veronafiere will activate a task force to assist its customers in every sphere necessary to reorganise postponed events and, in close collaboration with relevant associations, it will prepare all incoming actions needed to ensure attendance by qualified buyers and professional operators. As regards the new dates, Confcommercio Verona and the Verona Hotel Cooperative have also assured their utmost cooperation to facilitate the transfer of reservations.

Vinitaly 2021 will be scheduled on its customary dates (18-21 April); these dates are the outcome of the agreement with the Union des Grandes Cru de Bordeaux (UGCB) first signed in 2013 in order to the needs of the protagonists in the world of wine, especially buyers and the international press.

ALL THE NEW DATES FOR VINITALY EVENTS

Vinitaly Design International Packaging Competition.	25 March 2020
5StarWines / Wine Without Walls	15-17 April 2020
VIA-Vinitaly International Academy	8-12 June 2020
Vinitaly and the City	12-15 June 2020
OperaWine	13-June 2020
Vinitaly - Sol&Agrifood - Enolitech	14-17 June 2020

STATEMENTS BY SECTOR ASSOCIATIONS

Ernesto Abbona, President of Unione Italiana Vini: «We fully agree with Veronafiere's approach, both as regards the decision taken and the new dates together with other major events such as Cosmoprof in Bologna and the Furniture Show in Milan, which will ensure an important signal for the operational resumption of the country. »

Sandro Boscaini, President of Federvini: «We have to share a strong message with the country. If we act together in the context of postponements of show dates, not only for Vinitaly but also for other major international events scheduled in Italy in June, we will achieve a joint contribution to relaunching the positive image that Made in Italy deserves.»

Riccardo Cotarella, President of Assoneologi: «The decision taken as regards Vinitaly by Veronafiere and supported by associations in the supply chain is based on intelligent and entrepreneurial considerations. One simply cannot imagine Vinitaly - the flagship of the Italian wine sector as well as an event envied all over the world - scaled down more or less significantly as regards currently unpromising operator attendance forecasts. This means safeguarding the work of Italian wine makers at the same time as protecting the image of Italian wine and Vinitaly around the world.»

Matilde Poggi, President of Federazione Italiana Vignaioli Indipendenti: «We agree with Veronafiere concerning the need to postpone the dates of Vinitaly. June is the last possible date for an event dealing with wine. Nonetheless, FIVI is determined to ensure high attendance, even though June is a month traditionally dedicated to work in the vineyard.»

Riccardo Ricci Curbastro, President of FederDoc: «Our position is to avoid issuing negative messages to the market, especially at such a crucial time for the country system and the wine sector. The situation over the last few days has become very different to what we hoped for and for this reason we feel that we must share Veronafiere's decision and take the same approach as Vinitaly, although we are well aware that there will be a great deal of work to do.»

Luca Rigotti, Wine Sector Coordinator of Alleanza Cooperative: «We share Veronafiere's decision to reschedule the dates of Vinitaly. We must now work together on the event to ensure that the world of wine promotes a positive message about Italy's economy.»

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