

Special Board of Directors Meeting to redefine all organisational aspects and event calendars in Italy and abroad

VERONAFIERE GROUP: NEW DEAL TO HANDLE THE POST-CORONAVIRUS EMERGENCY PERIOD

President Danese: "We have redefined the Group's objectives and strategies to ensure we can continue business in Italy and abroad and resume quickly on returning to full capacity"

CEO Giovanni Mantovani: "The post-emergency period for us will be a renaissance. The calendar supporting business for companies and trade sectors has been radically changed. Vinitaly will be held in 2021 on the dates already scheduled for next year (18-21 April). Special investments for trade sector events abroad"

Verona, 24 March 2020 - Veronafiere Group has redefined its objectives in order to reorganise business in response to the current emergency and redesign all action needed in the aftermath.

"The persistence of the Coronavirus emergency on a national scale, with the sequence of urgent decrees issued by the Presidency of the Council of Ministers, and its most recent propagation throughout Europe and beyond, mean that certain decisions can no longer be postponed. For these reasons, the Board of Directors, in agreement with the CEO and general management, reached decisions concerning many essential aspects for the continuation of Group business. These included the redefinition of objectives, strategies and investments to ensure the safety of products, customers and business in related sectors," said the **President of Veronafiere, Maurizio Danese**.

"We must bear in mind," **Danese** summed up, "that this situation has a massively disruptive impact on the European exhibition industry. To date, more than 200 events have been rescheduled, with an overall loss of almost 6 billion euros and 51,400 jobs at risk, not to mention all businesses related to this industry and the loss of 39 billion euros in exports for SMEs in Europe generated by international trade shows."

Below the measures set by the Veronafiere Group Board of Directors after its special meeting.

For the first time in its history, Vinitaly will have to postpone its 54th edition. The Sol&Agrifood and Enolitech shows held in conjunction with Vinitaly are also postponed. The new dates for these events are rescheduled to 18-21 April 2021, while Veronafiere will concentrate efforts to support business by Italian companies on the markets in the second half of 2020.

The CEO of Veronafiere, **Giovanni Mantovani**, said: ""The post-emergency period for us will be a renaissance which, until the last minute, we were sure could take place in June. Yet the health crisis, as everyone can see, has become distinctly worse and what seemed possible out the outset is no longer so now. In agreement with supply chain organisations, Vinitaly, Sol&Agrifood and Enolitech will therefore take place next year. This is why," **Mantovani** concluded, "that in addition to implementing special investments in international events such as Vinitaly Chengdu, Vinitaly China Road Show, Wine South America (23-25 September 2020), Vinitaly Russia (26 and 28 October 2020), Vinitaly Hong Kong (5-7 November 2020) and Wine To Asia (9-11 November 2020), as well as initiatives organised by the Vinitaly International Academy, we will be at the complete disposition of the sector and promotion system to consider the development of an innovative event next Autumn at the service of sector companies."

The decision to reposition Vinitaly to 2021 was made in agreement with representatives of sector associations: **Ernesto Abbona, President of the Italian Wine Union, Riccardo Ricci Curbastro, President of**

Federdoc, Riccardo Cotarella, President of Assoenologi, Sandro Boscaini, President of Federvini, Luca Rigotti, wine sector coordinator for Alleanza Cooperative, and Matilde Poggi, President of the Italian Federation of Independent Wine-Growers.

Changes to the calendar of events. In the wake of the Coronavirus epidemic, Veronafiore - as the direct organiser of its events – has to rethink in just two weeks, a calendar of 70 events in Italy and abroad, some of them with strong seasonal roots.

The calendar for the main events organised directly by Veronafiore or third parties affected by changes is given below.

EVENT - ITALY	DATE IN SHOW CALENDAR	NEW DATE
Model Expo Italy - Elettroexpo	7–8 March 2020	21-22 November 2020
SportExpo	6–8 March 2020	Postponed to a date to be defined
Samoter - Asphaltica - ICCX Southern Europe	16-20 May 2020	21-25 October 2020
LetExpo	16-20 May 2020	Postponed to a date to be defined
Automotive Dealer Day:	19-21 May 2020	15-17 September 2020
Veronafil	22-24 May 2020	21-23 May 2021
Verona Mineral Show Geo Business	22-24 May 2020	21-23 May 2021
Vinitaly - Sol&Agrifood - Enolitech	14-17 June 2020	18-21 April 2021
Opera Wine	13 June 2020	17 April 2021
Vinitaly and the City	12-15 June 2020	16-19 April 2021
Innovabiomed:	15-16 June 2020	Postponed to a date to be defined
Art Verona	16-18 October 2020	11-13 December 2020
Oil&NonOil	20-22 October 2020	21-23 October 2020

EVENT - INTERNATIONAL	DATE IN SHOW CALENDAR	NEW DATE
Vinitaly Chengdu	22–25 March 2020	Postponed to July 2020
Fieragricola Morocco @Siam	14–19 February 2020	Cancelled
Living Italy @Design Shanghai	12–15 March 2020	26-29 May 2020
Bellavita Expo Warsaw	21-23 April 2020	30 June-2 July 2020
Vinitaly China Road Show	15-19 June 2020	Postponed
Bellavita Expo Hamburg	20-24 June 2020	12–16 March 2021

Veronafiere Group Press Service

Tel.: + 39.045.8298.350

E-mail: pressoffice@veronafiere.it

Twitter: @pressVRfiere

Web: www.veronafiere.it