

RIDE THE
WAVE OF
BUSINESS



wine2wine
exhibition

22
23
24

NOVEMBER
2020
VERONA



WHAT

IS IT

IT IS A UNIQUE EVENT

- 1 EFFECTIVE BUSINESS STRATEGY
- 1 POSITIVE RESPONSE TO THE NEEDS OF COMPANIES
- 1 MAJOR IMPETUS FOR RE-STARTING WITH MORE ENERGY
- 1 SMART EVENT OF EXTRAORDINARY IMPACT

PROJECTED TO THE FUTURE

SUNDAY

22

NOVEMBER

ADMISSION ALSO
OPEN TO WINE LOVERS

DIRECT SALES ALLOWED

MONDAY

TUESDAY

23 - 24

NOVEMBER

TRADE ONLY

WHEN

YOU CAN GO



WE

PROVIDE A SAFE ENVIRONMENT

WINE2WINE EXHIBITION



ALONGSIDE:

wine2wine
business forum

23 - 24 November

SHARING
BUSINESS
IDEAS

B/OPEN

23 - 24 November

BIO FOODS
& NATURAL
SELF-CARE
TRADE SHOW

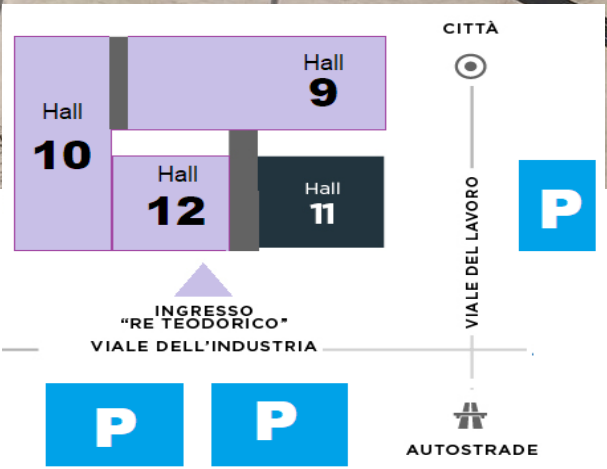
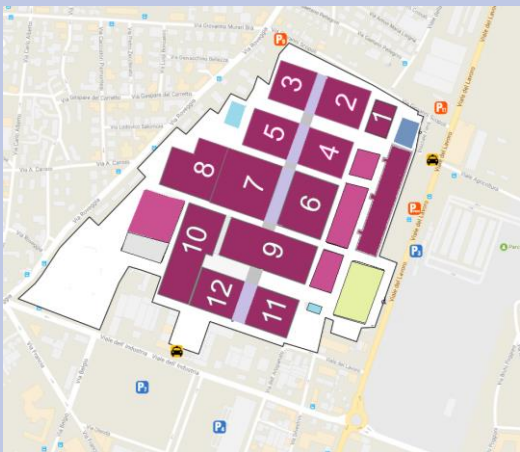
OperaWine

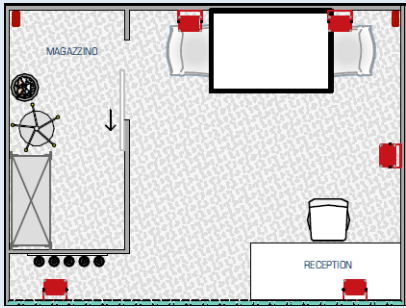
21 November

FINEST
ITALIAN WINES:
100 GREAT
PRODUCERS
SELECTED BY
WINE SPECTATOR

W I T H • U S S I M U L T A N E O U S L Y







Each exhibitor will have one fully pre-fitted stand measuring 12 m² (frontage 4 metres x depth 3 metres) comprising:

- dividing walls, carpet tiles, lighting, front panel with company name, reception counter, table with chairs, small store-room

cost: EUR 3600 + VAT

this sum includes:

1. registration fee
2. turnkey set-up,
3. glass distribution, washing and sanitizing service,
4. service supporting wine sales to wine lovers on Sunday.
5. involvement in the W2W Business Forum.

Basic booth (fig.1)
with optional (fig.2)

Companies will be able to meet specific needs by booking multiple exhibition modules.

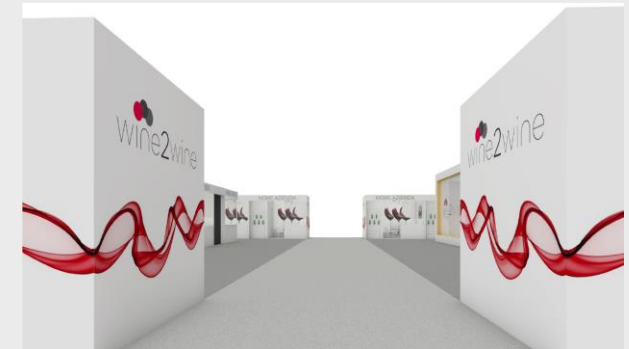
Fig.1



Fig.2



TASTING ROOM

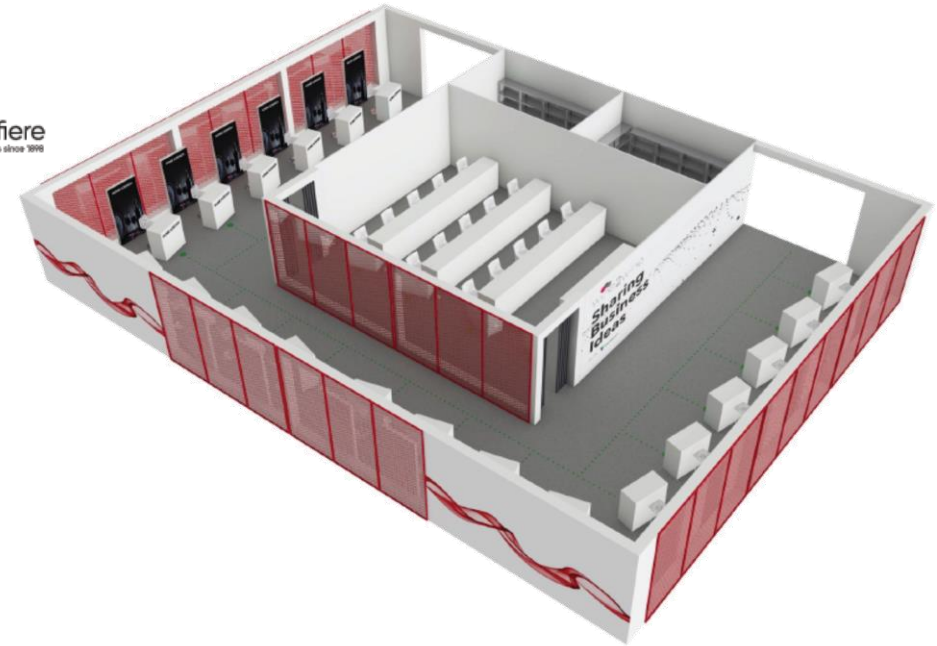
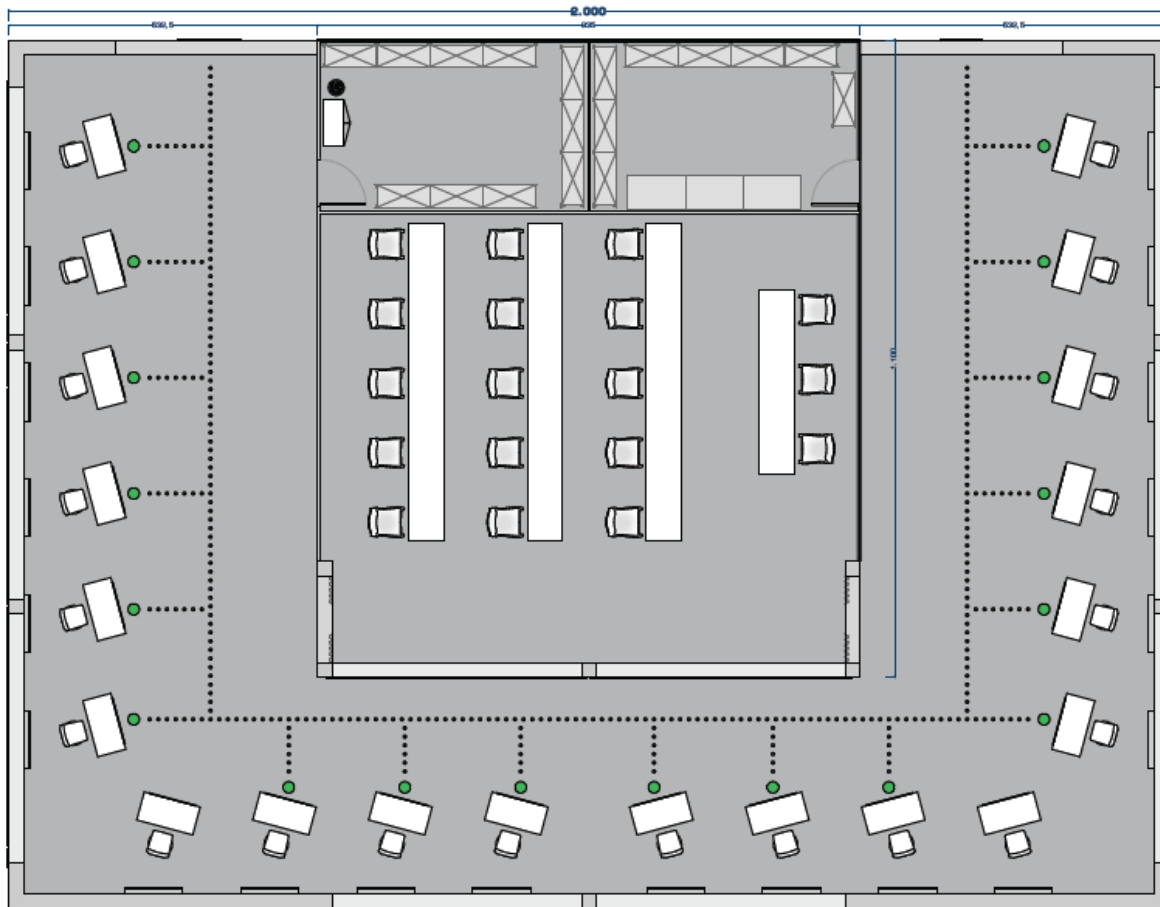


WALK AROUND TASTING WITH MINI TASTING ROOM

200270/001 | Walking Around + Degustazione | A0 | W2W | -/- -/- | Verona



200270/001 | Walking Around + Degustazione | A0 | W2W | -/- -/- | Verona



WHY

YOU MUST BE THERE

BUSINESS ATTRACTION

FOCUS B2B



TASTINGS



MASTER CLASSES



ORGANIZED MEETINGS



TRAINING EVENTS



CONFERENCES AND WEBINARS

FOCUS B2C



TASTINGS



PRODUCT SALES

MARKETS & SALES



MEETINGS WITH BUYERS AND DISTRIBUTORS



MEETING WITH HO.RE.CA. OPERATORS



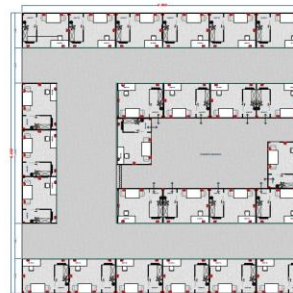
MEETINGS WITH VINITALY INTERNATIONAL ACADEMY AMBASSADORS



200270/001 | VERONA FIERE | BO | WINE TO WINE | VERONA



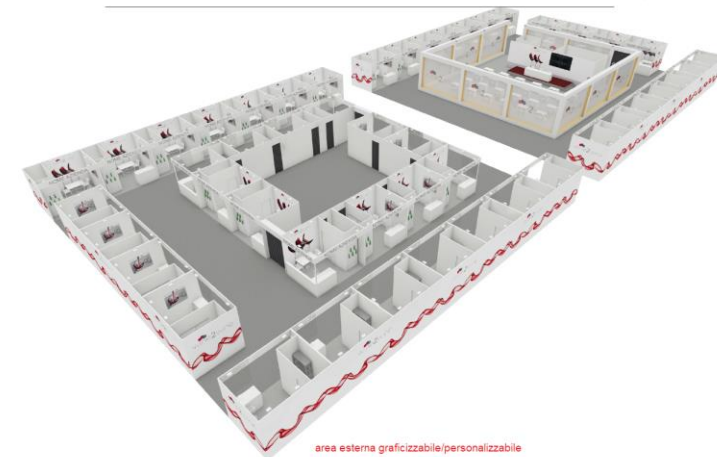
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stand 4 fronte x 3 profondità

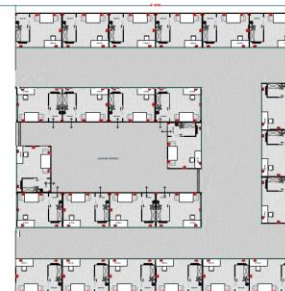
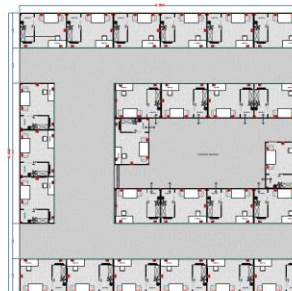
DOPPIA ISOLA TIPO 24x24 mt
CON SALA ASSAGGI 20 POSIZIONI + 40 STAND

sala degustazione
o altra isola stand



area esterna graficizzabile/personalizzabile

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WHO

WANTS TO CONNECT

A NETWORK OF RELATIONSHIPS



A DIGITAL PLATFORM ENSURING VIRTUAL ATTENDANCE AT APPOINTMENTS.

SECTOR EXPERTS AND PRODUCERS CAN INTERACT ONLINE WITH BUYERS AND OPERATORS FROM ALL OVER THE WORLD.

TASTING ROUTES



THE EVENT IS DESIGNED AROUND THE WALK AROUND TASTING EXHIBITION LOGIC.

AN APPROACH HIGHLIGHTING THE MAIN DENOMINATIONS AND TYPES OF WINE THROUGH THEME-BASED AND GEOGRAPHICAL AREAS.

WALK

AROUND TASTING



wine2wine
exhibition

VERONA
22 - 24
NOVEMBER
2020

mipaaf
ministero delle politiche
agricole alimentari e forestali



ITCA
ITALIAN TRADE AGENCY

vinitaly

VERONAFIERE.IT

Organized by
veronafiere
Trade shows & events since 1898

THE CITY OF VERONA

- VERONA IS THE NATURAL MEETING PLACE BETWEEN BUSINESS AND TOURISM.
- AND A CROSSROADS FOR EUROPEAN INTERMODAL ARTERIES.
- LEADING ITALIAN PROVINCE FOR WINE EXPORTS.

VERONAFIERE IT IS NOT ONLY THE HEART OF A TRADE FAIR SYSTEM BUT ALSO AN INCUBATOR OF EXTREMELY VITAL INITIATIVES, SOLUTIONS AND TOOLS, PROMOTION AND SUPPORT FOR THE WINE SECTOR.

WINE2WINE EXHIBITION IS A PROJECT THAT PROUDLY BEARS THE VINITALY SIGNATURE.

WHERE ARE WE

