

19 - 22 novembre 2019  
Fiera Milano - Italy

ORGANIZED BY



UNIONE ITALIANA VINI

**The fair will be held from 19 to 22 November 2019 at Milan Exhibition Centre - Rho. Key word: Incoming**

## **WINE AND TECHNOLOGIES. SIMEI 2019: MORE AND MORE GLOBAL AND OPEN TO LIQUID FOOD**

**Chairman Ernesto Abbona: "We encourage discussion within the supply chain aimed at product and process innovation"**

Milan, 6 March 2018 – "SIMEI has been substantially restructured to become an unquestionable "global" fair of technologies, products and accessories for the winemaking industry. Thanks to a large incoming operation of operators and producers from the five continents, new partnerships with trade associations and important institutions such as the Ministry of Economic Development, the ICE-Agency, SIMEST and Milan Exhibition Centre (Fiera Milano), and opening up to product chains similar to wine such as oil, beer and spirits, we are working on an edition that will represent a turning point in the history of SIMEI. Numerous very significant exhibitors have already confirmed their presence at the 2019 edition, which confirms the international leadership of SIMEI and that the path to renewal undertaken is the right one".

This is how **Ernesto Abbona, Chairman of the Unione Italiana Vini**, presented the 28th edition of **SIMEI, the leading international fair in technology for the winemaking and bottling sectors** due to be held from **19 to 22 November 2019 at Milan Exhibition Centre in Rho**.

After the success of the last edition, which was held in Munich in conjunction with drinteck, SIMEI returns to Italy, where it will be a fixed event, every two years, bringing with it significant prospects for growth and important new features.

The key word for this new edition is **Incoming**, a project that in 2017 brought over 150 delegates from all over the world to SIMEI. The project will be strengthened for this new edition by a significant use of energy and resources for international promotion thanks also to Simest, a company in the Cassa depositi e prestiti Group that supports the growth of Italian companies. Objective: to double the presence of buyers, operators and producers from all the wine-growing regions in the world and to develop new working relationships with public institutions and the associations representing the producers and wine-growing professionals, on a national and international level.

Another new feature of the 2019 edition, while keeping its "verticality" on the world of wine, SIMEI will be opening up, in an organic and structured way, **to production chains similar to wine**, such as oil, craft and other beers, and the vast world of spirits that, with winemaking, are increasingly sharing processes, production practices and, therefore, technologies, products and accessories.

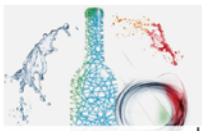
*"The globalisation of consumption but also of production - **Paolo Castelletti, general secretary of the Unione Italiana Vini added** - has led us to review the general layout of SIMEI, extending it to productive sectors of "liquid food "close to wine, but above all systematically expanding the promotional strategy of the fair towards an international horizon. We are working in this direction on a stronger involvement of the ICE-Agency, SIMEST and Milan Exhibition Centre itself in the promotion of the incoming, we are continuing in the partnership with Munich Exhibition Centre and, together with the ANFORMAPE association, we plan to develop new initiatives in favour of Italian and foreign companies joining the "SIMEI Project".*

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The new strategy of the fair also includes a new role for ANFORMAPE, the trade association of companies in the technological chain of products and accessories for winemaking, which has presented a new and ambitious business plan for companies in the sector.

*"When we talk about wine, an exceptional ambassador of the Made in Italy brand, it is important to underline the technological component of the machinery that helps our entrepreneurs to work better - said **Paolo Borgio, Director of Third Party Organisers, Sponsorships and Catering at Fiera Milano Spa** – This element, together with the quality of the services that Milan Exhibition Centre offers, are the essential ingredients for the success of a fair that is measured in the ability of its exhibitors to do business. In today's Milan, which showcases courageous and capable entrepreneurs, also thanks to its exhibition centre, the Unione Italiana Vini well represents the sector and this trade fair stands as the international reference point".*

After the presentation of SIMEI 2019, the day continued with moments of discussion, plenary discussion and two workshops much requested by companies. **"A format - Paolo Castelletti explained - that we will replicate in the future. The mission of SIMEI to accompany companies on the market has in fact always gone beyond the fair in itself to expand on the topics of training, updating and innovation. With this new model of SIMEI "training days", we aim to keep a constant dialogue with the exhibiting companies".**

*"The comparison between supply and demand that we have always tried to favour at SIMEI - **Ernesto Abbona concluded** – aims to go beyond commercial dynamics, to include the broader theme of the supply chain dialogue aimed at product and process innovation. A formula that has always proved successful, thanks to which very successful initiatives have emerged, such as the "Innovation Challenge Lucio Mastroberardino" competition, which represents a precious asset for SIMEI to further enhance in terms of globalization".*

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