



Press Release

FAIRS (UIV): SIMEI, LEADING EVENT IN TECHNOLOGY FOR WINEMAKING AND BEVERAGE BOTTLING

RESCHEDULED, STILL AT FIERA MILANO, FROM 15 TO 18 NOVEMBER 2022

(Milan, 22 January 2021). The 29th edition of SimeI, the event held by the Unione Italiana Vini (UIV), world leader in technologies for winemaking and bottling, initially scheduled from 16 to 19 November 2021, has been postponed to next year, still at Fiera Milano, but from 15 to 18 November. The postponement and rescheduling of the exhibition are the result of careful reflection and discussions with the association of reference for the sector (Anformape) and with companies in the sector, and are a direct consequence of the health emergency. It is not possible at present to guarantee the usual business quality that has enabled SimeI to become the international reference event for the sector over the years.

"SimeI - said the UIV Secretary General, Paolo Castelletti - is a complex b2b event also on a logistical level and with a strong international propensity. Therefore, it is difficult to guarantee an adequate business response to the important investments required of exhibitors and the expectations of visitors several months in advance. In any case, we are studying opportunities for analysis and professional meetings on and off line over this coming year to maintain the strong bond with the sector". SimeI, a biennial trade fair, which has also grown a good deal in terms of technologies for the bottling of other beverages (beer, oil, spirits, juices), closed the 2019 edition with 33,000 operators from over 90 countries and more than 500 exhibitors. Italy is the world leader in the sector with a turnover of around 2.9 billion euros a year. Of this, 70% is destined for exports with an active trade balance of around 1.8 billion euros.

Unione Italiana Vini Press office: ispropress

Simone Velasco (327.9131676 - simovela@ispropress.it), Benny Lonardi (393.4555590 - direzione@ispropress.it)