

Press release

## **FAIRS, UIV: THE 30th EDITION OF SIMEI TO BE HELD FROM 12 TO 15 NOVEMBER AT FIERA MILANO**

### **FOCUS ON TECHNOLOGIES TO INTERCEPT NEW CONSUMPTION TRENDS AT THE KEY EVENT FOR WINE-MAKING AND BOTTLING MACHINERY**

(Milan, 28 February 2024). SIMEI, the leading international exhibition for wine-making and bottling machinery by Unione italiana vini (UIV) is about to launch its milestone 30th edition. The event is set to celebrate 60 years as a biennial trade fair from 12 to 15 November at Fiera Milano (Rho, halls 1,2,3,4). The best of technology applied to the wine and beverage supply chain will be on show, from the vineyard to the cellar and from bottling to labelling, right up to the glass. An edition entirely dedicated to intercepting the tastes of new consumers through technological and product innovation.

With a transversal overview of innovations and processes in wine-making, liquid food, oil, beer and spirits, SIMEI 2024 is even richer both in terms of the programme and the product range. In addition to the partnership with Distillo (a trade fair dedicated to micro-distillery equipment that will be holding its third edition right inside SimeI), the first edition of Beer Forum, the "general condition" of beer in Italy, will also be debuting at SIMEI. Organised by Luca Grandi of Birra Nostra, a company founded in 2007 to promote quality Made in Italy craft beer, the Beer Forum aims to represent - through meetings, conferences, masterclasses and tastings over the 4 days of the event - an opportunity to learn more about the state and evolution of the Italian brewing sector. News also on the olive oil front with "L'Oleoteca di Olio Officina", a space coordinated by the observatory of the same name on the world of olive oils directed by Luigi Caricato, that will be bringing an exhibition on the best examples of oil design and packaging to SimeI as well as a series of meetings on the topic revised with a green focus.

Finally, there will be the now traditional Innovation Challenge, the competition that rewards technological innovations in the sector with the "Technology Innovation Award", "New Technology" and "Green Innovation Award".

With 480 exhibitors, 25.500 square metres of exhibition space and more than 30 attendees registered in the 2022 edition, including 450 foreign delegates, SimeI has increasingly become the key event for a sector – with a high technological and internationalisation rate – that is crucial to the Made in Italy brand worth more than 3 billion euros. It is a moment to take stock of the state of the art of the sector and its policies.

[2022 edition](#)