

Press release

FAIRS, UIV: SIMEI RETURNS WITH MORE THAN 540 EXHIBITORS (+13%)

INCREASE IN PARTICIPATION AND INCOMING FOR THE 30TH EDITION OF THE EXHIBITION DEDICATED TO WINE AND BOTTLING MACHINERY

(Milan, 7 October 2024). Featuring over 540 companies and brands, more than 30,000 square metres of exhibition space and foreign delegations from 32 nations. These are the numbers for SIMEI 2024 (Fiera Milano Rho, 12-15 November), the leading international exhibition for wine and bottling machinery. The 30th edition is about to get underway with growing numbers both in terms of participation and international scope. "We have increased the exhibition area by 8% and recorded +13% in terms of exhibitors too – said Paolo Castelletti, General Secretary of the Unione Italiana vini (Uiv), which organises the biennial event. A growth that reflects on the one hand the extended product range at the fair, on the other the expectation of an important event for the machinery and technologies sector, a sector that is crucial for the innovation of the entire beverage sector at a particularly challenging time on the market. In addition, Castelletti concluded – there is the increasingly large participation of delegations of foreign operators, selected together with the ICE - Italian Trade Commission, which will include, among the 32 delegations representing all continents, 70 US buyers - especially Californians - from the same number of high-profile companies".

With all the news and innovations on products and processes for wine, liquid food, oil, beer and spirits, Simeï turns the spotlight on the best of technology applied to the wine supply chain and the beverage industry in all its phases. The programme (continuously being updated) already has about 70 side events including conferences, presentations of case studies and technical in-depth studies.

Among the new features for 2024 is the expansion of the fair in the spirits, beer and oil segments. This includes the new partnership with Distillo, the fair dedicated to micro-distillery equipment that will hold its 3rd edition at SIMEI, the first edition of Beer Forum, the "general condition" of beer in Italy organised by Luca Grandi of Birra Nostra, and the Olio Officina Oil Bar, directed by Luigi Caricato. To complete the panorama on the wine side, Enovitis Business is also back. This is the "indoor" fair dedicated to technologies for vineyard cultivation that, together with Simeï, represents the only international trade fair for the entire wine production chain, from vine shoots to the bottle. Finally, the competition dedicated to technological innovations in the sector is confirmed. This is the "Lucio Mastroberardino" Innovation Challenge, which again this year will be awarding the "Technology Innovation Award", "New Technology" and "Green Innovation Award".

[2022 edition photos](#)