

Press release

FAIRS, THE 30TH SIMEI STARTING TOMORROW: 90 EVENTS SCHEDULED INCLUDING CONFERENCES, TALKS, SEMINARS AND WORKSHOPS

TAKE #1: TOMORROW THE OPENING CEREMONY (AT 11:00) WITH FRESCOBALDI, FONTANA, ZOPPAS AND DAL CIN

(Milan, 11 November 2024). Poised to cut the SIMEI ribbon, the world's leading international exhibition for the oenology and bottling machinery sector. From tomorrow to Friday 15 November at Fiera Milano Rho (Halls 1-4), with 578 exhibiting companies and foreign delegations from 32 countries, for a four-day business event. At the centre of the 30th edition of the event staged by Unione italiana vini (Uiv), in addition to the usual showcase of all the new products and innovations for oenology, oil, beer and spirits, a programme of 90 events including conferences, talks and workshops to intercept all the new trends in terms of consumption, techniques and sustainability for a sector, that of technology applied to the wine supply chain and the beverage industry, which is worth almost 2.5 billion euros in exports with a positive trade balance of more than 2.1 billion.

Starting tomorrow morning with the opening ceremony at 11:00, featuring, among others, the welcoming speeches by the presidents of Anformape, Marzio Dal Cin, of Unione italiana vini, Lamberto Frescobaldi, and of the Italian Trade Agency (ICE), Matteo Zoppas, in addition to the greetings by the president of the Lombardy Region, Attilio Fontana. This will be followed by the "Lucio Mastroberardino" Innovation Challenge awards ceremony, with all the winners of [the "Technology Innovation Award", "New Technology" and "Green Innovation Award" \(link to winners\)](#).

TAKE #2: MAIN EVENTS ON THE PROGRAMME

Sustainability, the latest oenological techniques and consumer trends are the focus of more than 20 SIMEI events dedicated to the world of wine ([link](#)). In particular, the conference organised by Unione Italiana Vini, scheduled for tomorrow (12/11, at 16:00), will be taking stock of "The new (unexpected) Italian consumers of wine and beverages" with the contribution of analysts from NielsenIQ and the Uiv Wine Observatory, Eleonora Formisano and Carlo Flamini. On the more technical side, the three Italian Masters of Wine will be presenting conferences on Italian stabilisation techniques (Pietro Russo, 12/11, at 14:30), the challenges of the use of non-Saccharomyces in oenology (Pietro Russo, 13/11, at 10:30), "New ageing methods with wood, ceramics and the footprint of the territory" (Gabriele Gorelli, 14/11, at 11:00) and "Technologies, processes and future wineries, between climate change and the search for new styles of wine" (Andrea Lonardi, 14/11, at 14:30).

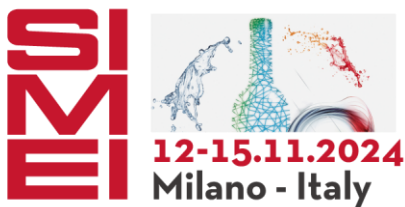
An equally full agenda on the spirits front ([link](#)) too, strengthened thanks to the partnership with Distillo, a fair dedicated to micro-distillery equipment that will in fact be holding its third edition at SIMEI. This year, Distillo also enjoys the patronage of the Consorzio Nazionale Grappa, which has always been committed to promoting the authenticity and quality of the Italian spirit par excellence. The same Consortium will be leading the conference "Grappa and Bitter Liqueurs, Italian excellence" (12/11, at 12:00) with the speech by President Sebastiano Caffo on "The heritage of Grappa, the most important Italian geographical indication of spirits and bitter liqueurs, true manifestos of the spirits and liqueurs of Italy in the world". A unique opportunity to examine the value of grappa and bitter liqueurs as authentic representatives of Italian tradition and quality on the international scene. And the "Italian way" to spirits will be the fil-rouge of the round tables dedicated to Brandy (12/11, at 16:00), Gin (13/11, at 13:00), Whisky (14/11, at 13:00) and Vermouth (14/11, at 13:00), together with the overview of Craft Distilling Italy on the "Italian and international spirit market", scheduled for Thursday afternoon (14/11, at 16:00). The programme is

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completed by in-depth studies and forays into the state and opportunities of the supply chain, from associationism to internationalisation and communication, with case studies and insights from abroad too.

There will also be 24 conferences ([link](#)) and 6 workshops ([link](#)) on the Beer Forum's programme, the "general condition" of beer in Italy organised by Luca Grandi of Birra Nostra. Among the partners, AssoBirra, the reference association for the beer sector in Italy that represents and brings together the largest companies in the sector, which together account for 92% of national production. The association will be present at SIMEI as the spokesperson for a supply chain - that of beer - which in Italy employs about 103,000 workers including direct workers and related industries and generates over 10 billion euros of shared value. AssoBirra will be leading the panel entitled "The state of the art of the brewing market in Italy", scheduled for tomorrow (12/11, at 16:30). Also at the Beer Forum, meetings, talks and masterclasses offer an all-round analysis of the beer sector, giving space to techniques, technologies and peculiarities of production, such as craft beer and IGA.

Finally, "L'Oleoteca di Olio Officina" - the Olio Officina oil bar, a space coordinated by the Observatory on the world of olive oils that goes by the same name directed by Luigi Caricato, will be bringing a series of meetings ([link](#)) to SimeI on topics ranging from product classification to qualitative analysis, up to conservation and packaging.

[2022 edition photos](#)

[Link to complete programme](#)