

19 - 22 novembre 2019
Fiera Milano - Italy

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UNIONE ITALIANA VINI

The 28th edition of the Fair focuses on technological innovation and opens the door to "liquid food"

WINE AND TECHNOLOGY AT SIMEI 2019 INNOVATION MEETS ARCHITECTURE, DESIGN AND SUSTAINABILITY

The archistar Olivier Chadebost, the Master of Wine Justin Knock and the "Sherlock Holmes of Wine" Maureen Downey, all guests at the event. Exhibitions, awards and educational conferences complete the offer.

Milan, 14 November 2019 - "We are ready. A week after the inauguration, this 28th edition of SIMEI promises to be truly innovative and wide-ranging. In addition to the space for technological excellence dedicated to wine, which remains the core of the biennial fair organised by Unione Italiana Vini since 1963, we will also be opening the doors to 'liquid food' and very contemporary issues such as architecture and the design of future wineries. The event will be a must both in terms of the internationalisation of the sector, thanks to a vast incoming operation that has attracted operators and producers from the five continents, and the new partnerships signed with the trade associations, confirming the leadership that SIMEI has earned over the years in this sector".

This is how Ernesto Abbona, President of the Unione Italiana Vini, introduced the new edition of SIMEI, the leading international trade fair in the wine and bottling technology sector, which opens on Tuesday 19 November at 10:30. (Conference Room - Hall 15) at Fiera Milano Rho.

The 2019 edition, due to be held from 19 to 22 November 2019, will be attended by over 150 delegates from all over the world, proving its prominent international vocation, and will also include outstanding new events and conferences. These will broaden the debate to areas complementary to those of the world of wine and will address, overseen by world-renowned experts, issues concerning architecture, visual design, packaging and sustainability.

The conference programme, which this year projects the Fair beyond the exhibition dimension to embrace even broader issues concerning the world of wine. The first key appointment is with the archistar Olivier Chadebost who, in the conference entitled **"Architectures and wineries: themes and tools", will be explaining the importance of building a winery as an accurate reflection of the company, its wines and the territory, combining utility and functionality with beauty.**

On the very topical issue of climate change, the Unione Italiana Vini will be holding the conference: "Bubbles and sustainability: the response of Franciacorta, Cava and Champagne" to further investigate the challenge that the "classic method" sparkling wineries have launched to strengthen competitiveness in the face of the environmental impact, through the sustainable management of vineyard practices and winery processes.

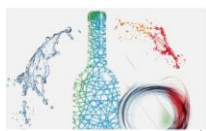
There will then be the seminar organised by the Department of Agricultural and Environmental Sciences of the University of Milan entitled "Non-destructive techniques for viticulture and oenology: challenges and opportunities within the industry 4.0", which will be taking stock of the technological level reached in this sector focusing on non-destructive technologies (NIR, Image Analysis, Electronic Nose) available to the supply chain operators. The seminar will also look at a few solutions being studied for two projects in which the Department is participating: the I-GRAPE project (project funded by the European Community) and the ADAM project (project funded by the Lombardy Region).

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During the event, the Master of Wine Justin Knock will also be taking the chair to bring another cutting-edge theme to SIMEI: "Wine and wood: aging strategies. What future?" During the first world symposium on the topic of strategies for using wood in wineries in the era of global oenology, the well-known English expert will be analysing the evolution of the use of barrels and bariques in the last 30 years, starting from research conducted on some of the most important wineries in France, Italy, the United States, Australia, Spain, South Africa, Chile and Argentina. The results of the research will be the subject of in-depth debates on "The use of wood in the promotion of the terroir", "Aging methods and aging in wood", "Evolution of the market and what is "perceived" by the consumer in terms of wine, wood and derivatives" open to winemakers and experts in the field. The symposium is part of the "2019 - the Year of the Wood" project promoted by Il Corriere Vinicolo, the newspaper published by the Unione Italiana Vini. The importance of the materials and the control of raw materials in the wine supply chain will be at the fore in the "Shared Review Project among Cork Stoppers Control Methods Laboratories" which asks laboratories to review each methodology thoroughly and redefine the procedures, the reporting of results and relative communication to the customer, in a shared and uniform manner.

A new feature and hot topic of the 28th edition of the Fair will be the first world convention of the National Association of Women in Wine, which will bring together the most important women in the field to discuss the theme of "Women in wine: opportunities and challenges ". This will be an opportunity to emphasise once again the importance of networking, exchanging information, measuring skills and sharing mutual knowledge in order to contribute to the growth of the sector. A chance for women all over the world working in wine to give the category more opportunities and give wine more benefits thanks to the presence of women.

Thanks to Valoritalia, with the conference entitled: "Sustainable wine: opportunities for companies, value for the market", the issue of certified sustainability will be addressed as a further opportunity for the productive world as well as an advantage for the environment and society. Another interesting topic will be discussed in: "Wine fraud - Threats to the wine market" by Maureen Downey, one of the world's leading wine authenticators and the "Sherlock Holmes of Wine". She will be dealing with this delicate subject in light of the current problems relating to wine counterfeiting which wineries have always had to fight.

SPIRITS VALLEY, the "Silicon Valley" of spirits, will be present at SIMEI for the first time. A delegation from the valley of the Charente river in France, where half of the world production of Super-Premium spirits is concentrated, will be heading a conference to give an overview of the most important productive and cultural tradition of "know-how" in the distilling industry.

Of course, one of the most awaited events will not be missing: the prestigious Technology Innovation Award, the competition that promotes and rewards the best innovations of products or processes presented by SIMEI exhibiting companies. The winners will be announced immediately after the opening of the Fair on 19 November.

To make the event truly complete, the press conference to present Enovitis in Campo 2020, the only dynamic exhibition organised in Italy by the Unione Italiana Vini entirely dedicated to viticulture technologies, will be held on Thursday 21 November at 14:00 in the conference room (Hall 9).

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