



Press release

FAIRS, THE SIMEI CALENDAR PRESENTED: 40 EVENTS ON SUSTAINABILITY AND THE FUTURE OF THE WINE & BEVERAGE INDUSTRY

(Milan, 11 November 2022). A single standard, market trends and essential technologies, as well as the circular economy, energy self-sufficiency and strategic alliances. All-round sustainability is the focus of the events at the 29th edition of SIMEI, the International Wine and Bottling Machinery Exhibition organised by the Unione italiana vini (UIV) due to take place from 15 to 18 November at Fiera Milano Rho (halls 1,2,3 and 4) with about 40 side events scheduled including conferences, round tables and "cafés" for discussion.

At the fore is the green trend, a crucial theme for the development of the national wine sector and not only, which dominates the agenda from the first day of the event (Tuesday 15/11). After the award ceremony for the "Lucio Mastroberardino" Innovation Challenge SimeI 2022 (11:00 - Conference Room - Hall 2), which includes the new award for the most interesting innovations from the point of view of sustainability, Valortalia presents "The future of wine is sustainable. Market trends amidst consumer choices and business strategy" (11:00 - Conference Room - Hall 3), followed by an in-depth analysis of the relationship between sustainability and climate change by the DiSAA (Department of Agricultural and Environmental Sciences) at the University of Milan (13:30 - Conference Room - Hall 3). In the afternoon (15:00 - Conference Room - Hall 2), the first of two Sustainable Wine Round Table (SWR) events, the international association of the main stakeholders in the wine sector, dedicated to essential technologies, today and in the future, "to make wine truly sustainable". The advantages of a global reference standard for wine are instead the focus of the second Swr conference (Wednesday 16/11, 15:00 - Conference Room - Hall 3), preceded on Wednesday afternoon by the round table on the circular economy by Millevigne (13:30 - Conference Room - Hall 3), and the position of Unione Italiana Vini, Assobibe, Assobirra and Mineracqua on "Energy self-sufficiency in liquid food: utopia or reality?" (14:30 - Conference Room - Hall 2).

The following day, the host Unione italiana vini will be summing up the first steps towards a national standard of sustainability in wine (11:00 - Conference Room - Hall 2), from the tools offered by the CAP to the methods envisaged to harmonise sustainability requirements in Europe, up to the approval of the national certification regulation regarding the sustainability of the wine supply chain signed on 16 March 2022 by the MIPAF (Ministry of Agricultural, Food and Forestry Policy), with which Italy has adopted a public standard on sustainability. To close the circle, the Edmund Mach Foundation with "Building the collaborative network for climate change in the Italian wine supply chain", scheduled for Friday morning (9:30 Conference Room - Hall 3). Again in the green arena, there are also transversal events such as the "dialogues on sustainability" by Olio Officina's Oleoteca (Oil Bar) every day at 11:30 and 15:30 at Stands A29/B30 in Hall 2 and the "Sustainability Cafés" held by the UIV (Unione Italiana Vini room - Hall 1 Stand S09), with multi-thematic insights involving guests such as Gianfranco Caoduro, honorary president of the WBA - World Biodiversity Association, a non-profit organisation (15/11 at 15:30); Olivier Chadebost, architect, engineer and designer (16/11 at 12:00); Antonio Capaldo, president of Feudi San Gregorio (16/11 at 15:30); Vittorio Moretti, president of Terra Moretti Holding (17/11 at 12:30); Alberto Grasso and Fabio Sozzani, Casa di E. Mirafiore & Fontanafredda (17/11 at 15:30); Nathalie Grenon, owner of Sartogo Architetti Associati and designer of Tenuta Ammiraglia – Frescobaldi (18/11 at 12:00).

Plenty of space for the brewing sector too, co-star at the Simeï 2022 edition that for the first time will be hosting the I.G.A. Beer Challenge 2022 award ceremony, "When beer meets grapes" (Wednesday 16/11, 10:30 Conference Room - Hall 2). "Craft beer, an evolving sector and the need for modern legislation" is the theme of the conference organised by Unionbirrai and Unione Italiana Vini (Friday 18/11, 10:30 - Conference Room - Hall 2), followed by the focus on how to communicate beer today (14:30 - Conference Room - Hall 2).

Among other events on the calendar on wine&beverage trends and scenarios, during the first day Craft Distilling Italy presents "The revolution of craft distillation from America to Italy" (15:00 - Conference Room - Hall 3), while on Wednesday 16, the UIV focuses on "Wine and amphoras: the return to clay" (11:00 - Conference Room - Hall 3). Double event for the national Association Women in Wine, which on Thursday 17 will be holding the Second World Forum of Women in Wine at Simeï (15:00 - Conference Room - Hall 2), after analysing the evolution and prospects of the wine industry (10:00 - Unione Italiana Vini Room - Hall 1, Stand S09). Also on Thursday, Assoenologi will be focusing on "Innovation in the prevention of light defects in white and rosé wines" (10:30 - Conference Room - Hall 3), while Argea presents a neuromarketing study by Sense Catch in collaboration with Raflatac/Kurz (13:00 - Conference Room - Hall 2). The Unione italiana vini finishes the day with an in-depth study of NoLo wines, a new trend in modern production and consumption horizons (15:00 - Conference Room - Hall 3). "Promoting Wine Innovation" is instead the focus of the conference held by Vinidea, scheduled for Friday 18 (14:00 - Conference Room - Hall 3).

Finally, on the exhibitors' front, the companies Enoplastic (15/11, 13:30), Sacmi (16/11, 13:00), M.A. Silva (17/11, 10:00) and Foss will be focusing on innovation and tradition in the winery (17/11, 13:30) and brewing in Sardinia (18/11, 13:00).

Simeï (www.simeï.it), the leading international event in wine technology, will be hosting about 480 exhibiting companies at this 29th edition with delegations from 36 foreign countries and about 25,000 trade visitors expected from all over the world.