

Press release

ICE AGENCY: AT SIMEI HIGHEST INVESTMENT EVER RECORDED.

FOCUSING ON FAIRS TO WIN AS A COUNTRY

(Milan, 15 November 2022). "This edition of Simeï records the highest investment ever made by the Ice Agency, with 180 international guests invited from over 30 countries. These are the words of the manager of ICE's Made in Italy Promotion Coordination office, Maurizio Forte, today during the inauguration of the 29th edition of Simeï (held at Fiera Milano until Friday 18 November). He continued: "The Ministry of Foreign Affairs, together with our agency, is very focused on supporting trade fair initiatives. We do so that Italy, which is a leader in many industrial sectors, including technology for the wine sector, can become a leader in the respective fairs too. In this way we win twice, as a fair and as a Country".