Territory and its Knowledge: Exporting Italian Excellence abroad

MATTEO RENZI and FLAVIO TOSI

Moderated by Angelo Gaja, Owner and President of Gaja Winery and Oscar Farinetti, Founder of Eataly

Where: Auditorium Veronafiere, Vinitaly
When: April 9th 17:00
To register: http://tinyurl.com/cua3y2d

AT VINITALY INTERNATIONAL:

CALENDAR 2013/14

Italy, 6th April
OperaWine - Finest Italian Wines: 100 Great Producers - Gran Guardia, Verona

Italy, 7th-10th April
Vinitaly - Verona

United States, 2nd May
Taste of Hope - New York

China, 25th May
Hong Kong - Hong Kong’s Finest Italian Wine Auction

Russia, 25th-26th November
Vinitaly Russia - Moscow

China, 31st Oct - 3rd Nov
Vinitaly Hong Kong Wine and Dine Festival

China, 7th-9th November
Vinitaly Hong Kong - International Wine & Spirits Fair

United States, 3rd-10th February 2014
Vinitaly USA - New York

www.vinitalytour.com | www.operawine.it

TALK BUSINESS SERIES
PRESS CONFERENCE:

**OperaWine meets VinitalyWineClub - Italian Wines challenge New Markets**

**Where:** Sala Buvette, Palazzo della Gran Guardia, Piazza Brà, Verona

**When:** April 6th 11:00

**Key Discussion Points:**
- New (E-) Market: What is VinitalyWineClub?
- New Market: China
- What’s next? Expo 2015 Milan

PRESENTATION HKTDC & HKTB:

**International Wine & Spirits Fair and Hong Kong Wine & Dine Festival**

**Where:** Press Room, Vinitaly

**When:** April 7th 15:00

**Scheduled Speakers:**
- Gianluca Mirante, Country Manager HKTDC Italy
- Mason Hung, Director, Event Development and Management
- Shirley Tse, Manager, Event Management

**To register:** http://tinyurl.com/bv795kk

VINITALY INTERNATIONAL PRESENTS:

**Wine Film Series**

**Where:** Press Room, Vinitaly

**When:** April 7th 16:30 - 18:00

**Film 1:** “The Duel of Wine”

Subterranea, Indepindiefilms and Cactus present the fictional film “the Duel of Wine”, the sequel of “Ways of Wine” (El Camino del Vino). Nicolas Carreras (director), Lino Pujia (producer) together with Charlie Arturaoa (Sommelier), Frances Horder (IWSC) and Marco Caprai (Arnaldo Caprai) will explain the film project.

**Film 2:** “Grande Eleganza”

Geiss Media KG presents documentary Grande Eleganza – A journey yo Italian winemakers’ featuring 13 idiosyncratic winemakers.

**To register:** http://tinyurl.com/bt2n8zs

**Digital Media Technology & Wine Series**

**INTRODUCTORY SEMINAR**


**Where:** Sala Salieri at Vinitaly

**When:** April 8th 10:00

**What:** The Ministry of Commerce People's Republic of China (MOFCOM) and Giorgio Prodi (University of Ferrara) will present the latest statistics and regulatory changes for the market that is emerging as one important new frontier for Italian wines.

**To register:** http://tinyurl.com/d2mgm2q

**SEMINAR 1**

**E-COMMERCE: Breaking down the great (E-)Wall of China**

Moderated by Stevie Kim, Managing Director Vinitaly International

**Where:** Sala Salieri at Vinitaly

**When:** April 8th 12:00

**Scheduled Speakers:**
- Jared Liu, Founder and CEO of YesMyWine
- Naran Andreyev, CEO of M1nt Cellars
- Janet Wang, Head of International Business Development, Tmall (Alibaba Group)
- Alvin Huang, Founder of Vinehoo

**Key Discussion Points:**
- How important is E-Commerce compared to traditional systems of trade?
- Why is E-Commerce important to be successful in China?
- How to sell an extra bottle of wine online in China?
- Why Chinese consumers prefer to buy online?

**To register:** http://tinyurl.com/c85x365

**SEMINAR 2**

**Social Media Marketing & Wine**

Moderated by Stevie Kim, Managing Director Vinitaly International

**Where:** Sala Salieri at Vinitaly

**When:** April 8th 14:30

**Scheduled Speakers:**
- Alder Yarrow, Founder of Vinography
- Gong Dan, Senior Editor of Sh.QQ.com
- Marcello Albergoni, Sales Director Talent Solutions, LinkedIn Italy
- Leos Tian, Director of New Food Magazine
- Alfonso Cavola, Corporate Director Fine Wine at Glazer's & 2012 Wine Blog Awards Winner

**Key Discussion Points:**
- Strengths of social media
- Some successful companies that leveraged the utility of the platforms
- How to interact and engage your clients? How to find new clients?
- How to develop your product campaign on the websites and sell more wine?

**To register:** http://tinyurl.com/c3zxdm3

**Bloggers Tête-à-Tête**

**Where:** Bloggers Area, Palaexpo 1st floor, Vinitaly (Open to Bloggers only)

**When:** April 9th 13:30 - 14:30

**Scheduled Speakers:**
- Alder Yarrow, Founder of Vinography
- Alfonso Cavola, Corporate Director Fine Wine at Glazer’s & 2012 Wine Blog Awards Winner

**Vinitaly Press Accreditation:** http://tinyurl.com/cr4l4ns