



## THE 25th YEAR OF SIMEI 2013 OPENS TODAY AT THE FIERA MILANO RHO WITH THE BEST IN TECHNOLOGY FOR THE INTERNATIONAL WINE SECTOR

**SIMEI 2013, the most important two-yearly exhibition for wine-making and bottling machinery. The Hon. Paolo De Castro MEP, Chairman of the Committee on Agriculture and Rural Development, present at the opening.**

*Milan, 12 November, 2013 - "For 50 years now SimeI has been representing an industry with important figures. The value of exports currently stands at 2 billion, with double-digit growth rates over the last decade and 14% growth in just the first seven months of 2013. Such results are determined by continuous investment in technology for vineyards and wineries, 8 of 10 of which are Italian, that responds to the increase in the consumption of wine. In sharp contrast, therefore, with the current scenario of crisis" - **this is how Domenico Zonin, Chairman of the UIV, Unione Italiana Vini, organiser of SIMEI, introduced the inaugural event of the biennial exhibition at Fiera Milano Rho until 16 November.***

600 exhibitors, 70 more than last year, including 140 foreign exhibitors, 50,000 visitors expected. Much work as regards the organisation of visits from producers and foreign press confirms the strong international reach of this event that is a unique platform for debate and a reference point for people and businesses in the wine sector, now in its 25th year.

*"Over the past three years, the scenario is very positive and in favour of exports, with a clear indication that the two billion euro mark expected in 2013 will be exceeded - confirms **Marzio Dal Cin, Chairman of Anformape – the National Association of Suppliers of Machinery, Accessories and Products for the Wine-Making industry** - A clear demonstration of the value that this sector has acquired over time for Italian exports.*

**The Hon. Paolo De Castro MEP, Chairman of the Committee on Agriculture and Rural Development –** authoritative guest among the speakers - emphasises how the agro-food sector is now the most dynamic, and **in 2013, the wine sector alone represents the key to success in overall agro-food exports.** *"The wine industry is growing in exports, technological innovation and employment. A good deal of European funds are given to the agro-food sector, and of these, a good part are given to Italy. There is a substantial package of resources for the promotion of wine and technologies related to it in third markets alone, a practical response to the 550 million European consumers of wine. "*

The data given at the opening of this event are significant and are both a source of attraction for the big international players as well as indicators of Italian excellence, as shown by the large presence of companies from Italy.

Enrico Pazzali - Chief Executive Officer of Fiera Milano - instead emphasises the new spirit of this event. *"We are seeing a different Italy that showcases brave and capable entrepreneurship. The UIV well represents the sector, making this fair an international benchmark and maintaining the leadership of a growing market, promoting the Made in Italy brand throughout the world".*

**This year, SIMEI 2013 celebrates its 50 years of history and 25 editions, rightfully therefore the most important point of reference in the scenario of world fairs in the wine, oil and beverage industries.**

**The inaugural event was concluded with the "Lucio Mastroberardino" Innovation Challenge awards given to a selection of companies in the wine industry who have stood out in innovation.**



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**The entries were assessed by a Technical Committee composed of leading figures from the world of viticulture, oenology, the scientific community and wineries that are members of the UIV.** Among the Italians, twelve researchers from two CRA centres and eight universities and as many directors of some of the most important companies in the sector in Italy.

Prominent names among the foreign members too, including **Sakkie Pretorius**, Macquarie University of Sydney, **Fernando Chivite Lopez**, a Spanish researcher, **Christopher Savage**, E. & J. Gallo Winery (USA). The projects put forward by the exhibiting companies belong to the vineyard-wine cellar and beverage industry: agriculture, viticulture, oenology, agricultural mechanics and bottling/packaging of wine, water and soft drinks.

**The focus at SIMEI 2013 is sustainability of the supply chain**, an essential asset in particular for the wine sector, from production technology to the finished product, and **the theme of the entire event**.

As well as finding a wide and complete showcase of the best technologies in the sector, visitors to the 25th edition of SIMEI can attend conferences, seminars, study and debate sessions held by the main players of an important market, the bearer of the Made in Italy brand throughout the world. A market accounting for a substantial component of Italy's exports that determines to a considerable extent the features of the global economy.

In the afternoon the **International Conference entitled "Sustainable viticulture and wine production: Steps ahead toward a global and local cross-fertilization"** began. This is **organised by Unione Italiana Vini** that has involved some of the most important members of the world's scientific community directly involved in sustainability in the wine sector.

In conjunction with SIMEI 2013 is the 9th edition of **Enovitis, The International Exhibition for the Techniques of Wine Growing and Olive Growing**, designed to be its logical conclusion: the two fairs together in fact represent the entire wine and oil supply chains, from the preparation of the land for cultivation to the production and packaging of the product.

Unione Italiana Vini has been the organizer of the event since the first SIMEI and is the oldest and most representative national association of companies in the wine sector that now has about 500 members who account for 70% of the value of Italian exports in the sector.

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