Vinitaly 2013, Italian Wines Approaching China

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According to the INNEXT Report, Chinese wine imports were a total of 430 million liters (8.9% increase from 2011) in 2012 with a total value of 2.57 billion USD (18.1% increase from 2011). The average price of imported wine also increased by 8.5% to 6 USD per liter in 2012. Last year, the total sales of wine in China has been 1.2 billion bottles, almost one bottle for each Chinese. As the exchange rate of Euro is sliding, the imported wine volume is expected to grow also in the future. The findings of the Boston Consulting Group also confirm the booming online market in China with more than 40% of online shoppers consume and post product reviews online (twice the percentage that of the USA).

In light of these realities, the Digital Media Technology and Wine Series (April 8th) aims to focus on the quickly developing wine market in China. Key players and opinion makers from China will address the state of the art of e-commerce coupled with new ways to approach Chinese consumers via social media networks. Three giants, debuting their presence for the first time in Europe, dominate three different categories of the market: ecommerce, search and messaging, respectively. These three colossal Chinese Internet companies Alibaba, Baidu and Tencent, will unveil the most conducive way to enter this complex and non-consolidated Chinese alcohol market.

Vinitaly International Digital Media Technology & Wine Series
To register for the seminars on April 8th in Sala Salieri, at Vinitaly please see below:

Introduction Seminar: THE CHINESE WINE MARKET: STATISTICS AND NEW REGULATIONS – WHAT IS THE FUTURE FOR ITALIAN WINES IN CHINA? (10:00)
http://vinitalyinternationalintroductoryseminar.eventbrite.com

Seminar 1: E-COMMERCE: BREAKING DOWN THE GREAT (E-)WALL OF CHINA (12:00)
http://www.eventbrite.com/event/5632083714

Seminar 2: SOCIAL MEDIA MARKETING & WINE (14:30)
http://vinitalyinternationalseminar2.eventbrite.com

On Monday, 8th of April an introductory seminar on the Chinese wine and spirits market at 10:00 has the Ministry of Commerce People’s Republic of China (MOFCOM) and Giorgio Prodi (Università of Ferrara) present the latest statistics and regulatory changes for the market. Attendees will get a close-up look into how
the Chinese spirit market is structured and how it is expected develop over the next years.

The following seminar is focused on e-commerce and China with distinguished speakers from the largest online wine sales platform YesMyWine, TMall and Alibaba Group, M1nt Cellars and Vinehoo. Scheduled speakers are Jared Liu (Founder and CEO of YesMyWine), Naran Andrejev (CEO of M1nt Cellars), Janet Wang (Head of International Business Development, Tmall (Alibaba Group)) and Alvin Huang (Founder of Vinehoo).

Tmall, the B2C section of the Alibaba Group, ranks number one among all Chinese B2C retail websites for 2011 in terms of transaction volume, with a gross merchandise volume of 30 billion Yuan (3.7 billion €) – about three times its closest competitor and accounting for 47.6% share of the B2C online retail market in China. With 400 million registered members, 70,000 international brands, 50,000 merchants, 180 million buyers, the food and beverage sector represents 5% of the total Tmall revenue.

The online wine sales platform YesMyWine on the other hand sells 20,000 bottles everyday with 80,000 bottles sold during Chinese New Year. More than 4,000 wines, spirits and imported food from over 10 countries, such as France, Italy, Australia, Chile, USA are represented. The registered members buy for more than 50% of the times bottle of wines that cost less than 100 Yuan (12,40 €).

Finally, the Social Media and Marketing Seminar at 14:30 will look at new ways of reaching and educating customers through established online media. The dialogue will be between the scheduled speakers Alder Yarrow (Founder of Vinography), Gong Dan (Senior Editor of Sh.QQ.com / Tencent Group), Leos Tian (Director of New Food Magazine), Marcello Albergoni (Sales Director Talent Solutions, Linkedin Italy) and a representative from Facebook. The entire series will be moderated by Stevie Kim, who has personally scouted each speaker in the territory with her team Vinitaly International.

OperaWine - Finest Italian Wines: 100 Great Producers

A preview of these topics will already be given during the official press conference of OperaWine on April 6th at Palazzo della Gran Guardia at 11:00. Media professionals and interested parties are encouraged to register here http://owpressconference.eventbrite.com/.

The second edition of the premier event to Vinitaly, OperaWine is again uniting the icons of Italian wine in a symphony of 100 remarkable Italian wineries representing each of Italy’s 20 regions on April 6th in the very heart of Verona. At Piazza Brà and Palazzo della Gran Guardia “Finest Italian Wines: 100 Great Producers” will have the principles of the wineries showcase one particular wine each to a selected audience of international wine professionals, journalists and aficionados. The event that is organized in collaboration with Wine Spectator aims at discovering the traditions, identity and heritage of the Italian oenologist culture whilst continuing to make people falling in love with Italian wines. A few tickets remain and can be purchased on www.operawine.it.

About:
Wine Spectator is the world’s leading authority on wine that reaches more than 3 million readers worldwide, exploring wine’s role in contemporary culture and delivering expert reviews of more than 15,000 wines each year. Wine Spectator is solely responsible for the choice of producers at the event.

Veronafiere is the leading organizer of trade shows in Italy including Vinitaly (www.vinitaly.com), the largest wine event in the world. In 2012, over 4200 exhibitors showcased their wines to 140,000+ visitors (35% from
outside of Italy representing over 120 countries). The 47th Edition of Vinitaly will take place on 7th-10th April 2013 in Verona, Italy, with OperaWine (www.OperaWine.it) being the premier event having “Finest Italian Wines: 100 Great Producers” unite international wine professionals on April 6th in the heart of Verona. Veronafiere also created the Vinitaly International www.vinitalytour.com in 1998 to develop a global platform for the promotion of companies in the Italian wine and food sectors.

International trade professionals may qualify for the Vinitaly free-badge program: http://www.vinitaly.com/freebadge/registration/delegate/LDIN

International press professionals and bloggers may register here: http://www.vinitaly.com/PressArea/PressAccreditation/

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Online Web 2.0 Version
You can read the online version of this press release here.