

INTERBIO

NEWSLETTER IN ENGLISH

No. 5 – January/February 2010

ITALIAN EVENTS FOR FOREIGN OPERATORS

1. “Le piazze del bio” (18 April 2010)



“Le Piazze del Bio” (“Organic squares”) is an initiative promoted by the Italian Ministry of Agricultural, Food and Forestry Policies (Mipaaf) in 20 famous squares of the most important Italian cities. Producers and institutions engaged in organic farming will be present together, to inform consumers about the importance and value of the Italian organic productions. Visitors (particularly welcome also those coming from foreign countries) will be invited to know and taste local products, and to learn more about the advantages of organic for our environment and health. A special section in the institutional stands will be dedicated to young people, with activities finalized to involve and entertain them.

WHERE THE SQUARES

AOSTA - Piazza Chanoux
TORINO - Piazza Statuto/Via Garibaldi
MILANO - Piazzale Pagano
GENOVA - Piazza Matteotti
BELLUNO - Piazza dei Martiri
UDINE - Piazza 1° Maggio
BOLZANO - Piazza del Tribunale
BOLOGNA - Giardini Margherita
FIRENZE - Piazza Annigoni
PERUGIA - L.go Libertà (Piazza Italia/C.so Vannucci)
ANCONA - Piazza Cavour
CAMPOBASSO - Piazza Vittorio Emanuele
CHIETI- Piazza Vittorio Emanuele II
BARI - Piazza Largo Giannella (Rotonda del Lungomare)
ROMA- Villa Borghese (Galoppatoio)
NAPOLI - Piazza Dante

POTENZA - Piazza Don Bosco
REGGIO CALABRIA - Piazzale Stazione Lido Nord
PALERMO - Piazza Unità d'Italia
SASSARI - Piazza D'Italia

2. VINITALY – International Wine & Spirits Exhibition



Vinitaly - now at its 44th edition - over time has become an important landmark in the wine world. More than 150,000 professional operators, including more than 45,000 from 112 countries, in 2009 met more than 4,200 exhibitors on their stands, during tasting workshops organized thanks to Veronafiere's network of delegates in 35 countries and at 1,100 direct meetings set up through the on-line Buyers Club.

Italian and international exhibitors over a net area of almost 80 thousand square meters promoting their best productions, including organic wines, in an overview of the most prestigious wine-growing and wine-making traditions.

Such an area is equally joined by a further 10,000 sq.m. dedicated to everything else involved in the world of wine: technical tastings, food & wine pairings, high cuisine and much more... Yet Vinitaly especially promotes business opportunities: the 5-day exhibition ensures more contacts than usually achieved throughout the year thanks to direct matching action: the on-line Buyers Club, the Large-Scale Distribution Buyers Club, workshops and targeted tastings are evident examples.

The following are the numbers of the Vinitaly 44th edition:

- **92,325 sq.m.** of net area
- **4,213** exhibitors (126 international)
- **151,216** visitors (45,083)
- **2,643** journalists (345 international)

A special area is dedicated to the Italian Regions, so that they can present their territories, olive oils and wines through promotional activities as well as initiatives organized on individual stands.

This privileged showcase ensures a complete panorama of the multitude of distinctive features characterizing Italian regions and their unique status in the world.

Entrance conditions

In order to ensure the highest professional standards, Vinitaly is open exclusively to adult trade operators: entrance is not allowed to persons under 18 years of age, even if accompanied. Access is allowed to the following categories:

- large-Scale Distribution
- wholesalers
- import-export
- food retailers
- bars
- restaurants
- hotels
- catering
- wine stores
- wine bars
- sommeliers
- wine technicians
- wine technology producers
- producers of olive oil and wine
- the trade press
- authorities
- institutions

Venue

Verona - Veronafiere - Viale del Lavoro, 8, from Thursday 8 to Monday 12 April 2010

Timetable

Thursday/Sunday: non-stop 9.30 A.M. - 6.30 P.M. Monday: non-stop 9.30 A.M. - 4.30 P.M.

Tickets

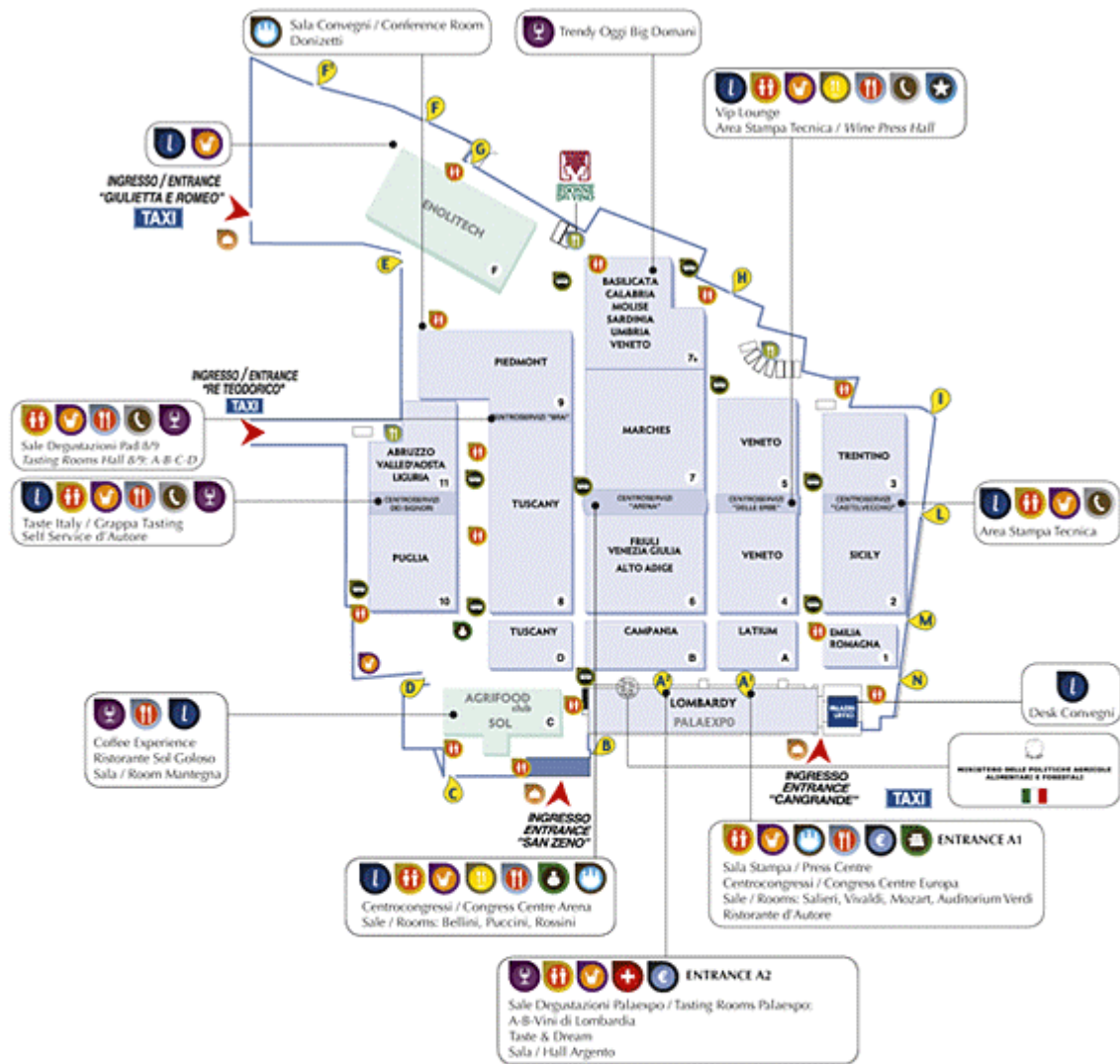
Daily ticket: € 40 - **online** € 35 - Repeat Entry ticket - 5 Entries: € 80 - **online** € 70

Phone contacts

+39 045 8298854 +39 045 8298854 (from 9.30 a.m. to 12.30 p.m.)

For further information, visit Vinitaly's web site www.vinitaly.com

The map of Vinitaly



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	TOILETTE		CENTRO CONGRESSI CONGRESS CENTRE		NAVETTE SHUTTLE		VIP LOUNGE
	BAR		DEGUSTAZIONI TASTINGS		SALA STAMPA PRESS CENTRE		CITADELLA DELLA GASTRONOMIA CITADEL OF GASTRONOMY