



SOUTH AFRICAN CONSULATE-GENERAL : MILAN
CONSOLATO GENERALE DEL SUDAFRICA : MILANO

FOLLOW SOUTH AFRICA TO VINITALY 2017

South Africa is pleased to renew the appointment at the 51st edition of Vinitaly, the largest show dedicated to the wine world that opens its doors **from 9th-12th April 2017 at the Fairgrounds of Verona**. The exhibition has cemented its place as a showcase not to be missed by companies in the wine sector, a strategic platform to present their products to the world, meet and do business.

In 2016 the show attracted 4,100 exhibitors from 30 different countries, 130,000 trade visitors, 2,600 journalists from 46 different countries and 50,000 registered international wine professionals, accounting for 38.5% of the total number of visitors. Of these, 28,000 were top buyers, such as leading wholesalers, import-export groups in the sector and large scale retail distribution. Visitors taking part represented all categories in the wine sector, especially operators in the Ho.Re.Ca channel, wine bars and sommeliers.

Vinitaly's appeal is certainly confirmed by the significant growth in 2016 for traders arriving from the most important countries (United States +25%, Germany +11%, United Kingdom +18%, France +29%, Canada +30%, China + 130% and Russia +18%). **Africa is growing at a rate of 40% (South Africa +110%, Tunisia +100%, Morocco +34%, Mozambique +133% and Nigeria +250%), emerging as the new frontier for wine consumption.**

This year, a selection of **South African wines** will be presented by the leading Italian importer **Afriwines** at *Hall Vininternazionale Area D - Stand B*. Next to the Afriwines stand is the **infopoint of the South African Consulate General in Milan** providing news on the industry and tourism itineraries at *Hall Vininternazionale Area D - Stand B1*.

South African wines will be the protagonists at Vinitaly during two official wine tasting events:

I grandi vini del Sud Africa - I blend

Sunday 9 April 2017

17:00 • 17:45

Pavilion: Vininternazionale

To register:

<http://www.vinitaly.com/it/eventi2017/calendario/padiglione-vininterazionale/int-AFRIWINES/>

L'unicità dei vini sudafricani

Monday 10 April 2017

13:30 • 14:15

Pavilion: Vininternazionale

To register:

<http://www.vinitaly.com/it/eventi2017/calendario/padiglione-vininterazionale/int-sudafrica/>

There will also be a moment of cultural exchange on **Sunday 9 April 2017 at 15:00 hrs** at the Emilia-Romagna Region's Pavilion with a **comparison tasting of two Sangiovese wines, one from Emilia-Romagna and one from South Africa**. The wines will be described by a Sommelier from Enoteca Emilia-Romagna in the presence of the **Regional Councillor, Simona Caselli**, and the **South African Consul-General in Milan, Titi Nxumalo**. The **Guest of Honour will be chef Gianni d'Amato** as a witness of the cultural and food & wine partnership between South Africa and Emilia-Romagna.

Follow South Africa to Vinitaly!

