

主办单位 Organized by



## 第九届中国国际葡萄酒展览会暨第二届中国国际食品展览会

2007.11.29 - 12.1. 上海

### VINITALY - CIBUS CHINA 2007

29 November - 1 December 2007, Shanghai



### Organizer Profile VeronaFiere

VeronaFiere is the leading direct organiser of events in Italy and among the top organisers in Europe (ranking 12<sup>th</sup> in terms of square metres sold). A role that the Business & Infrastructures Plans aim to consolidate through further investments of 68 million Euro by 2011 (alongside other investments totalling more than 80 millions between 2004 and 2006), the start-up of new events, the expansion of the Exhibition Centre and parking facilities, the upgrading of international activities, increased overall and service-generated turnover.

An established leader in agricultural and agro-foods sectors (Vinitaly, Fieragricola, Eurocarne, Siab, Agrifood and FieraCavalli are among its best-known brands), VeronaFiere has equally developed - over its history since foundation in 1898 - many new areas of interest such as building, construction and transport industries, (Samoter, Marmomacc, Legno&Edilizia, Bus&Bus Business), furnishing (Abitare il Tempo, Vivi La Casa, Progetto Fuoco), sport, tourism and leisure (Nautic Show, Luxury&Yachts and Model Expo Italy) and professional training (Job&Orienta), through the creation and promotion of highly successful international events.

As a valid instrument for implementing the policies of central and regional government, the Exhibition System plays an important role in supporting technological innovation, professional updating and internationalisation of the economy of the European Union.

80% of promotion by small-medium companies - the backbone of the Italian and European economy - directly or indirectly involves exhibitions, by now called upon to ensure even higher added value in their activities. In this context, VeronaFiere ensures worldwide promotion of its main brands as ambassadors of "quality" Made in Italy, confirming its essential support role for companies in their strategies for internationalisation and success on consolidated and emerging global markets.

赞助单位 Under the patronage of



合作单位 Partners



主办单位 Organized by



## 第九届中意国际葡萄酒展览会暨第二届中意国际食品展览会

2007.11.29 - 12.1, 上海

### VINITALY - CIBUS CHINA 2007

29 November - 1 December 2007, Shanghai



VeronaFiere is a member of EMECA (the Association representing the main European Exhibition Centres), UFI (The Global Association of the Exhibition Industry), AEFI (Italian Association of Exhibition Centres - the Director General of VeronaFiere, Giovanni Mantovani, is its Vice President) and EURASCO (European Federation of Agriculture Exhibition and Show Organizers) that represents the main shows in agricultural and agro-food sectors.

Veronafiere has been operating in China since 1998 when it started the "China Wine" exhibitions held annually either in Beijing and Shanghai. The 2003 edition was cancelled due to the SARS outbreak. Since 2004, the exhibitions have adopted the name Vinitaly in keeping with other events organised around the world and have maintained the same venue: Shanghai Exhibition Centre.

赞助单位 Under the patronage of



Ministry of International Trade  
意大利国际贸易部



MINISTRY FOR AGRICULTURAL FOOD AND FORESTRY POLICIES  
意大利农林食品政策部



合作单位 Partners

