

## Simply Italian Great Wines will be Held on 23rd November in Shanghai -- A Unique Italian Wine Experience

SHANGHAI, Nov. 3, 2011 -- /PRNewswire-Asia/ -- IEM (International Exhibition Management), the Italian agency specialized in promoting Wines of Italy all over the world, will once again bring its signature event Simply Italian Great Wines to Shanghai. The event, organized in collaboration with SIEC (Shanghai International Exhibition Corporation) and the Italian Trade Commission-ICE, will be held at the Royal Hotel Meridien on November 23rd.

Simply Italian is a true Italian Wine Experience, presenting over 40 wineries from all over Italy which include some of Italy's greatest wines and iconic wine producers as well as rising stars, to industry professionals, members of the trade and press.

The highlights of the event in Shanghai include a presentation of the wines of the Istituto Grandi Marchi, an exclusive group of 19 family owned wineries representing the most prestigious names from the world of Italian wine making: Alois Lageder, Ambrogio e Giovanni Folonari Tenute, Antinori, Argiolas, Biondi Santi Tenuta Greppo, Ca'del Bosco, Carpena Malvolti, Donnafugata, Gaja, Jermann, Lungarotti, Masi, Mastroberardino, Michele Chiarlo, Pio Cesare, Rivera, Tasca D'Almerita, Tenuta San Guido, Umani Ronchi.

The Grandi Marchi seminar will feature Jeannie Cho Lee MW, the author of Asian Palate, who will proceed to illustrate the pairing of these iconic wines with Chinese dishes.

There will also be a seminar dedicated to a group of rising stars from all over Italy, including some wines from the South of Italy which are quickly receiving international acclaim.

The event in Shanghai is part of the Simply Italian – Great Wines Asia Tour which will include 3 stops in Asia. The tour will kick off on November 21st in Singapore at the Shangri-La Hotel, followed by a stop at Le Royal Hotel Meridien in Shanghai on November 23rd, and concluding in Tokyo at the beautiful Aoyama Diamond Hall on November 25th.

The Simply Italian – Great Wines Asia Tour 2011 is part of a series of wine events which IEM organizes around the world under the Simply Italian umbrella, including a Tour across the US, Russia, and South America.

Or further information about our activities, please visit [www.iem.it](http://www.iem.it)

For more information, please contact:

SHANGHAI INTERNATIONAL EXHIBITION CO.,LTD.

UNIT 1308, 13/F,OOCL Plaza, 841 Yan An Zhong Road, Shanghai 200040,China

Tel. +86 21 6279 2828 ext.231, +86 21 6247 2405

Fax +86 21 6247 2403, +86 21 6545 5124  
Email [yujiemei@siec-ccpit.com](mailto:yujiemei@siec-ccpit.com) Web [www.siec-ccpit.com](http://www.siec-ccpit.com)

SOURCE Shanghai International Exhibition Co. Ltd.

Simply Italian Great Wines will be Held on 23rd November in Shanghai -- A  
Unique Italian Wine Experience