



## Simply Italian - Great Wines Will Be Held on 23 November, 2011

SHANGHAI, Nov. 23, 2011 /PRNewswire-Asia/ -- IEM (International Exhibition Management), will once again join hands with SIEC (Shanghai International Exhibition Co. Ltd.) and the Italian Trade Commission-ICE to bring its signature event Simply Italian - Great Wines to Shanghai. The event will be held at the Le Royal Meridien Shanghai on 23 November, and approximately 40 Italian wineries from multiple regions will show their greatest wines, providing an excellent opportunity to mingle with Italy's iconic wine producers as well as rising stars.

Wine is a traditional agricultural product for export in Italy, and over half of the country's wine output is exported to other countries. Italy produced 4.96 billion litres of wine in 2010, overtaking France to become the world's largest wine producer, according to data from Coldiretti. Italy's wine exports hit a new high last year to 3.93 billion Euros and its wine exports to Chinagrew by 1.46 times. Assoenologi disclosed that Italy's wine exports continued fast growth in the first quarter of 2011, spurred by stronger demand from foreign countries. Its wine export volume grew 13.9 per cent, while export value gained 14.5 per cent.

China has become a major export destination for foreign wine producers in recent years. France, Australia, Italy, the US and Spain, the world's top five wine exporters, recorded wine exports of 49.82 million litres, 13.52 million litres, 8.59 million litres, 5.94 million litres and 7.72 million litres to China in the first half of 2011, representing a year on year gain of 71 per cent, 22 per cent, 79 per cent, 22 per cent and 89 per cent, respectively, according to China Customs. The five countries' strong wine exports to China demonstrate increasing wine consumption and improved quality of life of Chinese citizens.

In association with the event, Italy's top wine association Istituto Grandi Marchi will host a wine tasting seminar, featuring Jeannie Cho Lee MW, the author of Asian Palate and the world's first Chinese wine master, who will illustrate the pairing of iconic Italian wines with Chinese dishes, including rural dishes with unvarnished wines, delicate cuisine with high quality wines as well as local specialties with local wines. The "Simply Italian-Great Wines"

event will not only bring a true Italian wine experience, but also provide an optimal platform for exchanges among industry professionals, the press and wine fans every year.

The sought-after wine tasting seminar, which will be attended by a number of distinguished guests, will present over 100 wines from nearly 40 Italian wineries. Senior wine tasters from Italy will guide every attendee on how to taste these wines from the perspective of sight, smell, taste and touch, among others. It also offers a great opportunity for wine fans.

There will also be a seminar dedicated to a group of rising stars from all over Italy, presenting and promoting some wines from the South of Italy which are quickly receiving international acclaim. It will provide an opportunity for face-to-face exchanges and cooperation among wine traders.

The event in Shanghai will offer a good opportunity to experience the unique wine cultures of different regions in Italy.

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