

Wine is the locomotive of the agricultural balance



VERONA – with an export 2010 of 3,9 billiards of Euros, more than 20 millions of hectoliters and more than 2,5 billiards of Italian bottles uncorked in the world, the Italian wine confirms its first place in the National agricultural export, pushing the sector beyond the global crisis. A real boom that registers a positive performance even in terms of value: +11,7% of 2009.

This is the scenery of the business that opens the 45th edition of Vinitaly (Veronafiere, from April 7th to April 11th), the international show of wine and spirits that, with its 4.000 exhibitors coming from all around the world, recalls an average of 150 thousands specialized visitors, and more than a third of them is coming from 144 different countries.

At Vinitaly there is all the enological universe, representing a sector that has a turnover for our country of 13,5 billiards of Euros (2010), to which 2 billiards of induced consumption is added and that occupies 1,2 million of people in 770.000 companies all over Italy.

To drive the export is the American market, where Italy is the first exporter of wine both in terms of value and quantity: almost the 33% of consumed wine in the USA, for a value of 827,3 millions of Euros, is made in Italy. Good results also in Russia (+59,6% the export in 2010) where the value of our export overcame the 100 millions of Euros, in Canada and Switzerland (+28,6% the first one and +12,5% the second one), even if Germany remains our first importer with almost 850,6 millions of Euros.

The promotion and valorization of the "Italian System" in the world is among the key points of the show that, with the Vinitaly in the World, brings the best of the national enology in the main foreign countries, especially extra EU concentrating the 23% of the national export.

Among the emerging markets, there is China that registered a +109% last year with a doubling of the value of the Italian wine, making Hong Kong the center for the distribution and business of Asian wine. To this important fact, Vinitaly dedicated one of its International focus during the exhibition.

