



Venice wine Consortium takes home in China And the Chinese did shopping in the land of Venice

Venice, November 1, 2012 - Chinese Mission to the Venice wine Consortium is weaving fruitful relations with the Celestial Empire, in particular the region of Shaanxi. The Consortium has taken up residence in Xi'an, which also has the reference datum. In mid-October instead, ten Chinese players in the wine industry visited the Venetian hinterland and the Piave's land, revealing aromas and expressiveness of DOC and DOCG wines protected by the Consortium.

«We want to pay particular attention to the Chinese market less known, that in the center of China - says Carlo Favero, director of the Consortium - Here we intend to launch a broad collaboration with access to our wineries and our wines, offering wine tasting courses, aimed primarily to the industry, but also offering support for local wine producers, with our production techniques and agronomic wine».

The project preview showed at a meeting in Milan last July, has had a favorable reception at the Chinese entrepreneurs so that the Consortium has been invited to represent Italy and to present the project in the first "Euro-Asia summit Wine of Xi'an" which will take place in the city of Xi'an on November 3rd.

"Wines from Venice", project activities:

Support the training of personnel through training courses, wine tasting courses, presentation of wines in Xi'an and master in Italy (University of Padua), exchange of technical information with Chinese manufacturers, agricultural techniques of cultivation, pests and diseases, selection of varieties and rootstocks, oenological practices, the characterization of wines, cooperation in other areas such as tourism.

Partners: CIRVE, province of Treviso, Venezia Opportunità, CRA.

«With this project we want to play not only strictly commercial activity, but we want to increase our sales in China - continues the director Carlo Favero - We aim to the city of Xi'an, in Shaanxi, where Venice is linked by ancient cultural, commercial and friendship feelings. At present, the Consortium will present a group of companies, the goal for the near future is to increase the number of companies so that the volume of wine that we can offer can be absolute about it».

In the just concluded incoming, Chinese traders were able to visit several wineries participating in the project, each of which showed their wines.