

# Iberwine 10

**Valladolid**  
**25<sup>th</sup> – 27<sup>th</sup> May**

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## IBERWINE VALLADOLID 2010, A GLOBAL PROJECT FOR THE WINE INDUSTRY

- Iberwine is the only monographic exhibition of wines from Spain, Portugal and Latin America, open exclusively to wine professionals.
- New and modern concept of wine event, where sustainability plays an important role in the industry's Business models.
- It is the first and only Spanish wine fair with two locations, Valladolid and Miami.
- Event organized for the interchange and discovery of novelties, tendencies and the future of wine in the professional forums.
- Business Centre: Exhibitors will also have exclusive appointments with international buyers invited through the International Buyers Program.
- Iberwine On-line: Both visitors and exhibitors will have access to a software tool specifically designed to manage future appointments.
- Integral project: permanent contact of every agent involved, through 2.0 tools and social networks (Blogger, Facebook, Twitter, Flickr, Youtube...).
- Marketing and promotion at the final selling point: Iberwine Valladolid 2010 will be the first fair in taking wine culture out to the streets, linking that way consumers with producers.
- Involves all wine agents: national and International buyers, distribution, wineries, Hotels and restaurants, sommeliers, winemakers, regulatory organisms, and so on.

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## CHRONOLOGY

- **2000 - 2004** Emporio Ferial organizes Madrid International Wine Fair, launched by Vinoselección, a company with a long tradition in selling quality wines, and Cuadrifolio, specialized in the design and production of events.
- **2005** Mr. Carlos Falcó, internationally renowned winemaker, joined the Project as Co-President of the fair; it was then decided to redirect the project and turn it into the event of the Spanish, Portuguese and Latin American wines.
- **2006 - 2007** Iberwine takes hold as monographic trade exhibition, whose main objective is to position Spanish, Portuguese and Latin American wines in the International markets.
- **2008 – 2009** Iberwine is held in the new international location, inside the **Miami International Wine Fair**, real business centre for all those producers interested in entering the U.S. market.
- **2010** The Government of Castilla y León, Spanish region with significant weight in the production of quality wines, contacts Emporio Ferial to move Iberwine national location to Valladolid.

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## INTERNATIONAL BUYERS PROGRAM

- Emporio Ferial develops and implements an International Buyers Program: a Group of wine professionals for whom we organize an appointments schedule with exhibitors of their interest.
- Emporio Ferial owns an updated database with a total of 4,624 records of professional wine buyers, importers and distributors from 84 countries. All of them receive detailed and timely information on the event.
- The International Buyers Program and the Business Centre are being organized since the first edition.

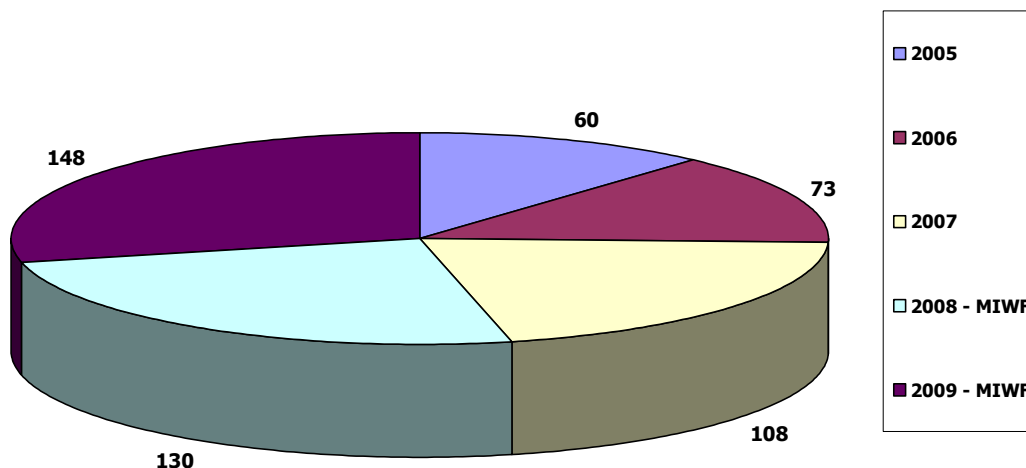
### International Buyers Program: Chronology 2005-2009

Year	Edition	International Buyers	Origin
2005	Iberwine - Madrid	60	17 Countries
2006	Iberwine - Madrid	73	19 Countries
2007	Iberwine - Madrid	108	28 Countries
2008	Iberwine - Miami IWF	130	EE.UU.
2009	Iberwine - Miami IWF	148	EE.UU.



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## International Buyers Program Chronology



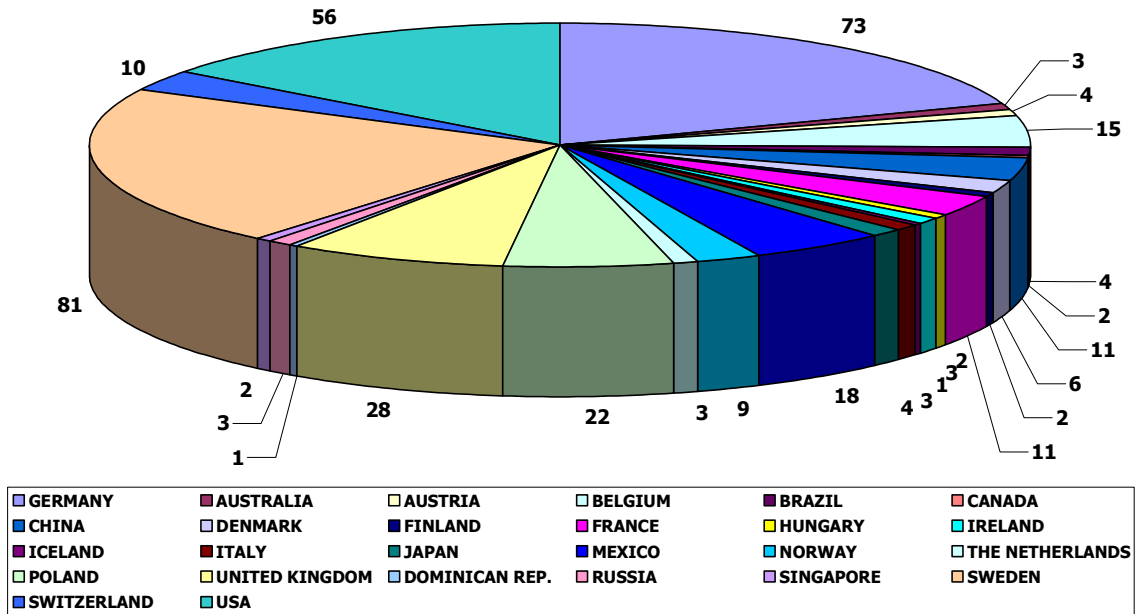
## Business Centre Iberwine 2010

Selection of 377 buyers from the following countries:

● Germany	73	● Italy	3
● Australia	3	● Japan	4
● Austria	4	● Mexico	18
● Belgium	15	● Norway	9
● Brazil	4	● The Netherlands	3
● Canada	2	● Poland	22
● China	11	● United Kingdom	28
● Denmark	6	● Dominican Rep.	1
● Finland	2	● Russia	3
● France	11	● Singapore	2
● Hungary	2	● Sweden	81
● Ireland	3	● Switzerland	10
● Iceland	1	● USA	56

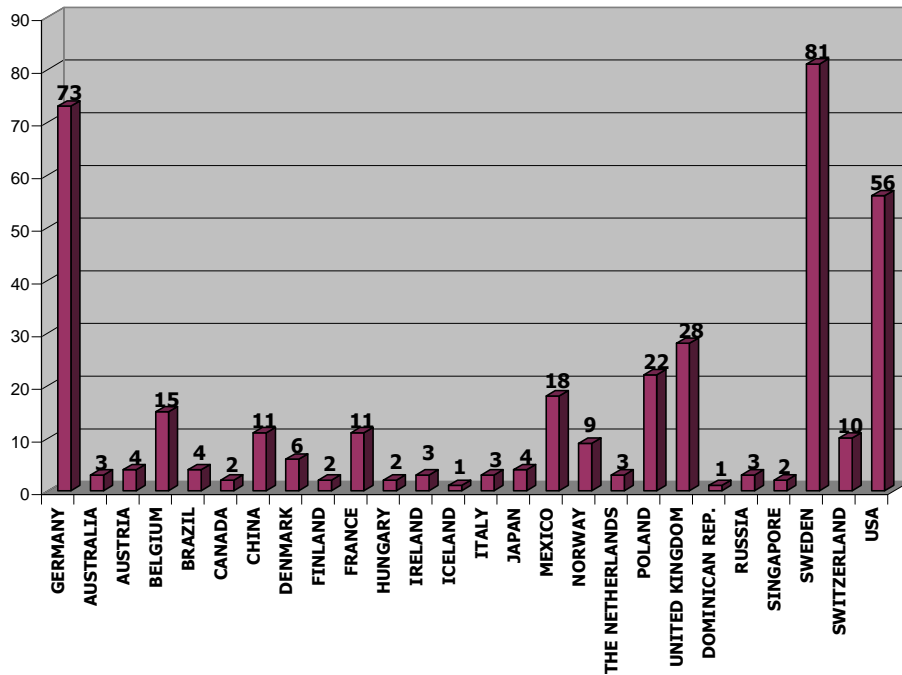
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Invited to the International Buyers Program



GERMANY	AUSTRALIA	AUSTRIA	BELGIUM	BRAZIL	CANADA
CHINA	DENMARK	FINLAND	FRANCE	HUNGARY	IRELAND
ICELAND	ITALY	JAPAN	MEXICO	NORWAY	THE NETHERLANDS
POLAND	UNITED KINGDOM	DOMINICAN REP.	RUSSIA	SINGAPORE	SWEDEN
SWITZERLAND	USA				

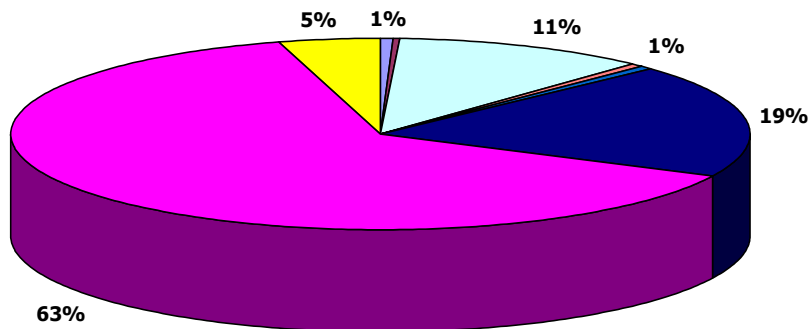
Invited to the International Buyers Program



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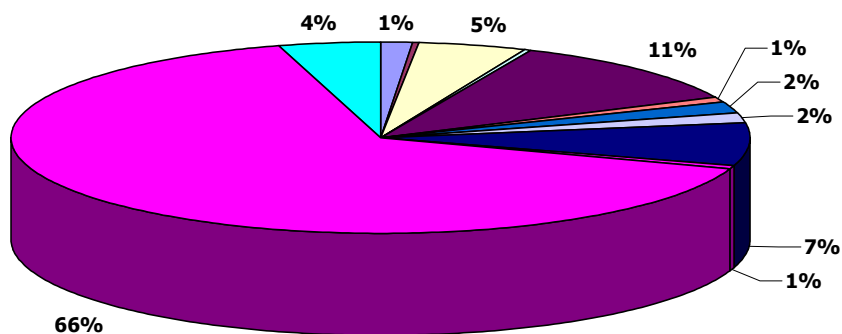
## CALL FOR NATIONAL BUYERS AND PROFESSIONAL VISITORS

National Buyers and Professional Visitors (except from Madrid)



Associations	Catering Companies	Wine Clubs	Distribution
Catering Schools	Hotel Management	Supermarket chains	Restoration
Hotels	Restaurants	Specialized Shops	

National Buyers and Professional Visitors (Madrid)



Associations	Regional Houses	Catering Companies	Wine Clubs
Distribution	Catering Schools	Hotel Management	Supermarket chains
Hotels	Cadenas Restauración	Restaurants	Specialized Shops

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## EXHIBITION AREA

- Specially designed to promote relations between exhibitors and visitors.
- Accessibility: removal of as many architectural barriers as possible.
- Specific areas to promote business between exhibitors and visitors.
- Restricted areas where to hold Business meetings.
- Open space, warm environment and clean display, with the predominant view of the producers and their wines.



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## DETAILS AND PRICES

### Modular "All Inclusive" Stand 9m<sup>2</sup>: 1,890 €

- Registration fees.
- Public liability insurance and fire insurance.
- Stand Set-up.
- Closed storage room with 1 shelf.
- Fitted carpet.
- Counter unit.
- 1 Meeting table with 4 chairs.
- Electrics box and standard lightning (consumption included).
- Identifying sign.
- Stand cleaning.
- Provision and cleaning of glasses.

### Modular "All Inclusive" Stand 25m<sup>2</sup>: 3,500 €

- Registration fees.
- Public liability insurance and fire insurance.
- Stand Set-up.
- Closed storage room with 2 shelves.
- Fitted carpet.
- Double counter unit.
- 2 Meeting tables with 4 chairs each.
- Electrics box and standard lightning (consumption included).
- Identifying sign.
- Stand cleaning.
- Provision and cleaning of glasses.

### Space Only (free design stands): 100 €/m<sup>2</sup>

- General Rate.

### Direct Exhibitor Registration Fees: 100 €

- Opening of file.
- Administrative processing.
- Insertion in the online and offline Official Fair Catalogue.
- Access to the Business Centre services.
- 2 exhibitor passes (9m<sup>2</sup> stands), 5 exhibitor passes (25m<sup>2</sup> stands).
- 1 additional exhibitor pass for every 10m<sup>2</sup> up to 100m<sup>2</sup> (free design stands)  
(From that space onwards please contact the Organisers).

### Indirect Exhibitor Registration Fees: 50 €

- Opening of file.
- Administrative processing.
- Insertion in the online and offline Official Fair Catalogue.
- Access to the Business Centre services.

\* Nota: Interpreter and sommelier service on prior request to the Organisers and subject to availability.

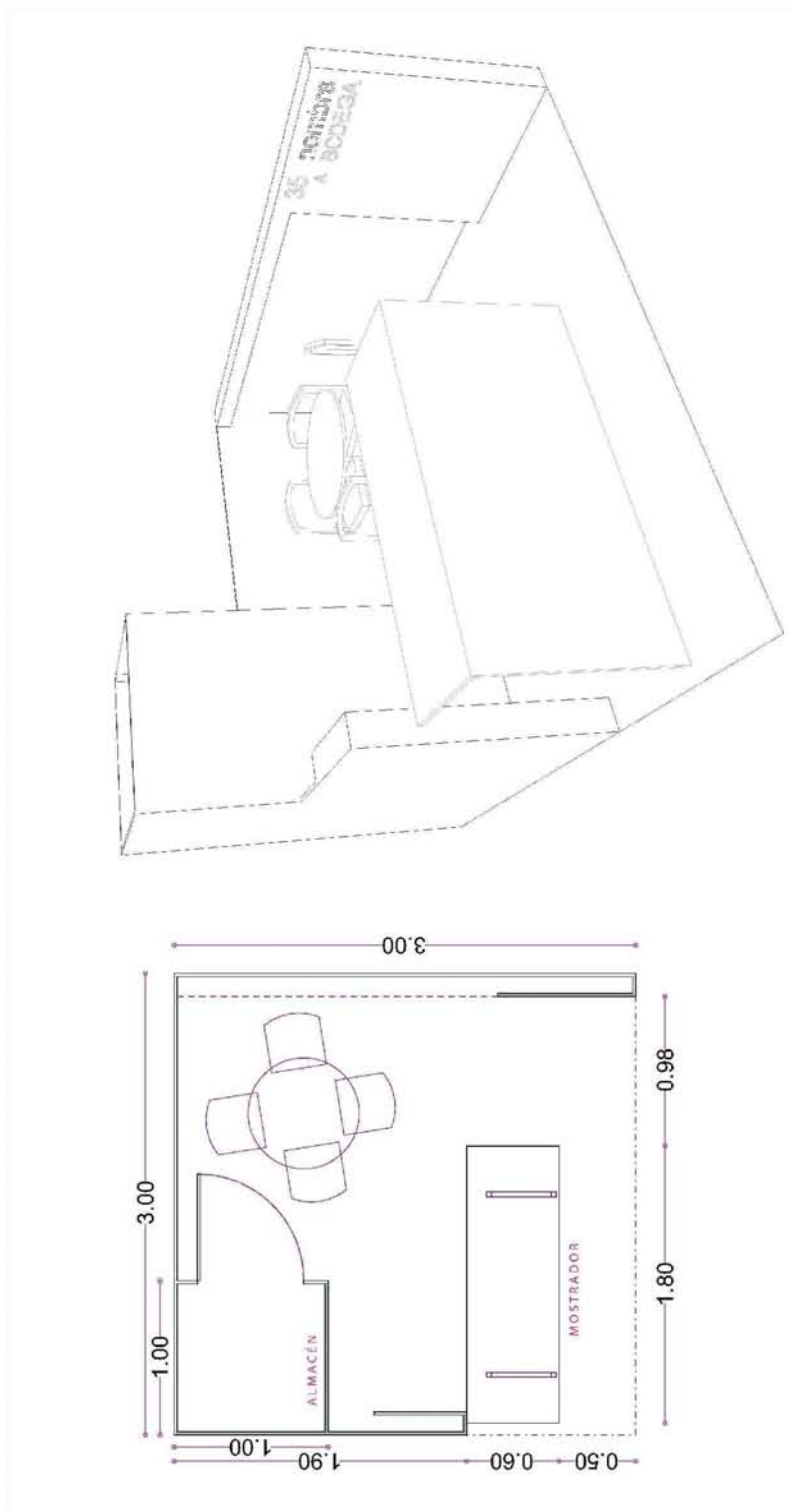
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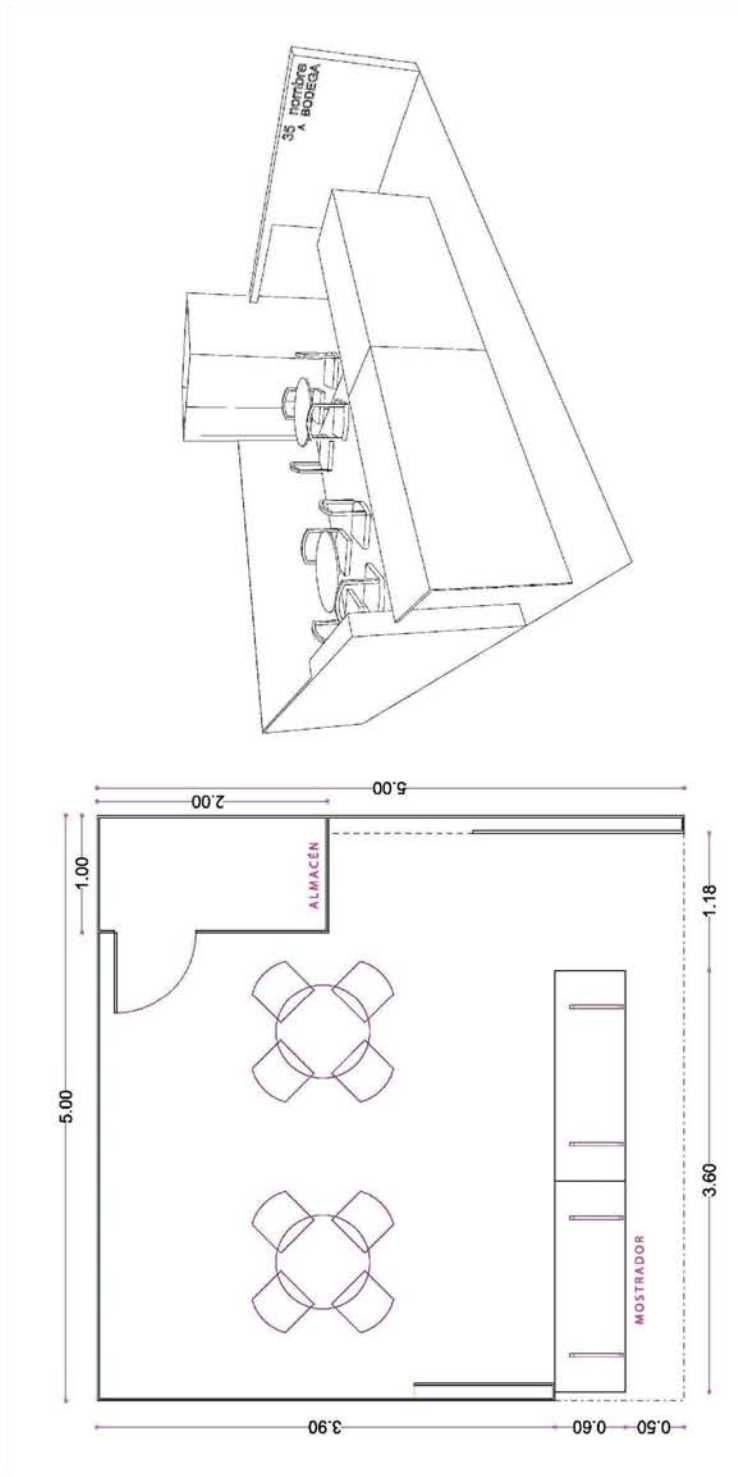
## FLOOR PLAN AND IMAGES OF THE EXHIBITION AREA

### Stand 9 m<sup>2</sup>



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Stand 25 m<sup>2</sup>



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## THE WINE WEEK

### PROMOTIONAL AND MARKETING ACTIONS THROUGH THE CITY

- Iberwine will organize activities outside the Fairground for the promotion of exhibitors.
- These actions will take place throughout the whole week, **from Saturday 22nd May to Saturday 29th May.**
- Objective of The Wine Week: bringing wine culture to the streets. Wineries and other institutions will be able to tell wine lovers directly about their processes of winemaking, culture, wine styles or work philosophy.
- Iberwine tries to link the fair and the wine industry with cultural aspects, and to become an attractive event without losing its purpose: commercialization and promotion of wine.
- Opportunity for wine professionals to establish direct contact with wine lovers/consumers.



### Commercial actions at point of sale

#### Supermarket chains and hypermarkets

During The Wine Week, various establishments in the city will organize tastings and promotional actions for their clients.



### Promotional Actions

#### Tasting tents in the city

The Wine Week will count on the presence of tents in the city for a limited number of persons who, upon previous registration, will be able to enjoy educational tastings led by wine professionals from wineries and other wine institutions.

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## Restaurants and wine bars

The restaurants and specialized shops of the city will promote wine tastings and food and wine pairings for citizens during the week.

All this actions will be organized with the participation of the local **Sommeliers Association**.



## Wine and Gastronomy

### I Contest "A Wine for a Tapa"

- during the wine week will take place the I Contest "A wine for a Tapa", where wine and wine lovers will be the stars.
- In cooperation with restaurants, taverns, wine bars..., we shall design a city tour with the aim of pairing the most popular *tapas* with different types of wine.
- A cultural journey across different wine regions through their wines and an opportunity for wineries to make themselves known in the restoration industry.
- The winning wines will be elected by popular vote.



## Wine and Cinema

"**Wine and Cinema**" activities organized with the collaboration of the prestigious SEMINCI (International festival week of Valladolid) festival, which this year celebrates its 55<sup>th</sup> edition.

Screenings, discussions and round tables by major figures connected to film and wine sectors.



## Wine and Health

Wine is part of the healthy Mediterranean diet. With this premise, we shall organize several activities and lectures to inform people about the benefits of moderate wine consumption and how it contributes to our health.

Iberwine is member of the **Wine in Moderation** program, European initiative that encourages moderate consumption of wine, promoted in Spain by the Spanish Federation of Wine (FEV).

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## PROGRAM OF ACTIVITIES

### ACTIVITIES FOR PROFESSIONALS ONLY



#### Workshops

- Organization of 20 workshops around five thematic groups.
- Led by personalities and national and International experts.
- The workshops will have limited capacity for 40 people.
- Booking on-line in advance.
- Each attendant can elaborate their own schedule.
- Symbolic registration fee to ensure attendance.



#### Thematic Groups of Workshops

##### Viticulture:

New production techniques: sustainable viticulture, organic farming, biotechnology, flavour analysis and genetic engineering.

- Sustainable viticulture
- Biodynamic and organic farming
- Precision viticulture
- Zoning

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## Oenology:

Ageing in Barrel. New techniques and technological advances. Roasting techniques, the importance of wood and its sensory impact in wine. Experiences of winemakers and developments in cooperage.

- Interaction wine - oak.
- Aromatic exchanges between wine and oak.
- Shared experiences.
- New developments in cooperage.

## Market strategies in the wine industry:

Internationalization and positioning of Spanish wines in the International wine markets (case Studies of companies that market only Spanish wines in the U.S., Japan, China or the USSR), the bet of the big wine sellers on the Spanish, Portuguese and Latin American wine, promotion and search of valid business solutions for all the producers.

- Strategic and Operational Marketing: positioning in the wine market.
- Promotion of wine in International markets.
- Co-operatives in International markets.
- Major importers of Spanish wine.

## Wine Tourism:

Inside the cultural and artistic promotion of a region. Wine as a driver for rural and sustainable economy. Viticulture as a regenerator of the rural economy, new business opportunities around the wine industry and its cultural Heritage. Practical examples of countries or regions where wine tourism has become a decisive factor in the development of the region (Napa Valley, Tuscany, Bordeaux and Spanish cases as , Castilla y León or Castilla-La Mancha).

- Tourism and wine routes.
- Wine tourism in the world.
- Wine tourism and rural economy.

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## Internet and IT:

Information technology and Communications in the processes of production, marketing, warehousing and distribution. EMCS European Guideline. Internet as a universal sales and promotion tool. Bloggers, the democratization of information makes any citizen who knows the World of wine an opinion leader.

- Internet and mobile technology.
- Bloggers communities and social networks.
- The impact of e-business in the wine industry.



## IBERWINE ON-LINE

- **Emporio Ferial** incorporates the new information technology in order to create a truly global event in a 2.0 environment.
- Iberwine is present in **social networks** like Facebook, Twitter, Flickr, Youtube and Blogger so that any user can follow the event.
- Professional visitors and media can pre-register through our official website, and request their passes.
- Virtual Business Centre, where visitors and exhibitors can manage their appointments in advance.

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## ACTIVITIES FOR PROFESSIONALS AND SPECIALIZED PUBLIC



### Tastings Official Program

Professional tastings of national and international wines in the fairground.



### Conferences and Debates

Iberwine will host renowned personalities of the wine world: sommeliers, journalists, producers, experts in marketing, and so on

In addition to professional public, and depending on the contents, some previously selected public will be invited: Catering specialists, sommeliers, HORECA channel, etc.

Scheduled lectures:

- Sustainable development of the wine industry.
- International encounter of sommeliers: The new challenges for sommeliers.
- Communicators and their vision of wine culture.
- International experts and the keys to the Spanish wine.

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