vinetur

# WINEMAD signs deal to bring more Italian wineries to its 2027 Madrid fair

The partnership opens direct outreach in Italy as the fair targets 800 exhibitors and 250 international buyers from 21 countries

Tuesday, October 27, 2026



WINEMAD, the international wine trade fair scheduled for March 15 to 17 at IFEMA Madrid, said Tuesday it has signed a collaboration agreement with Zerosei Event Spain to increase the participation of Italian wineries, institutions and wine industry groups in

its 2027 edition.

The agreement was announced in Madrid by WINEMAD and Zerosei Event Spain, a company the organizers described as experienced in event management, institutional relations and international projects. According to the organizers, the partnership is part of WINEMAD’s broader effort to expand beyond Spain and strengthen its international presence ahead of next year’s fair.

Under the deal, Zerosei Event Spain will help promote WINEMAD in Italy, establish contacts with wineries and trade associations, and work with institutions linked to the wine sector. The plan also includes exploring participation formats that fit the needs of Italian producers, whether they attend on their own or as part of a group presentation.

The move reflects WINEMAD’s effort to position Madrid as a business meeting point for the wine industry. Organizers said they want Italy to have a visible role in the 2027 event, bringing together producers, buyers, distributors and other trade professionals from several countries. Italy and Spain are among Europe’s main wine-producing nations, and the fair’s leadership said that closer participation from Italian exhibitors would widen the commercial offer for buyers attending the show.

Andrea Lazzari, president of Zerosei Event Spain, said Italy “could not be left out” of an event like WINEMAD. In comments released with the announcement, Lazzari said the agreement turns that idea into a concrete project by opening direct work with the Italian market and facilitating contact with wineries and sector organizations before the next edition.

Gerardo Correas, president of WINEMAD, said the agreement is meant to move the fair further toward becoming what he called a “truly international” event. Correas said the organizers are focused less on creating a display-only exhibition and more on generating sales and long-term business relationships. He said the aim is to help wineries find new buyers and open new commercial opportunities, while making the event more attractive to international purchasers.

That business focus is central to the model WINEMAD says it is developing. Organizers said the fair is built around direct contact between producers and buyers, including pre-arranged meetings and personalized support for wineries taking part. The stated goal is to create an environment where negotiations can take place during the event and continue afterward through contacts made in Madrid.

For the 2027 edition, WINEMAD said it is targeting 800 exhibitors, more than 10,000 trade visitors and at least 250 international buyers from 21 countries. Those figures are goals set by the organizers rather than confirmed attendance numbers. The fair said the addition of more Italian exhibitors would broaden the range of wines presented and strengthen its appeal to buyers looking for access to producers from several markets in one place.

The agreement with Zerosei Event Spain comes as trade fairs across Europe compete to attract more foreign exhibitors and buyers by offering more specialized business programs and stronger international outreach. For WINEMAD, bringing in more Italian participation would add one of the world’s best-known wine-producing countries to an event that is still building its international profile in Madrid.

The 2027 fair will take place over three days at IFEMA Madrid, one of Spain’s main trade fair venues. Organizers said outreach work in Italy will begin through promotional activity and direct engagement with wineries, institutions and sector groups in the coming months as the March event approaches.