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Grana Padano Consortium to showcase italian cheese at major Wine to Asia Trade Fair in Shenzhen

Event aims to boost italian agri-food presence in asian markets amid growing demand for premium imported products

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From May 9 to 11, 2025, the Grana Padano Protection Consortium will take part in Wine to Asia, a major trade fair for wine and spirits in Asia. The event is organized by Veronafiere in partnership with Shenzhen Pacco Communication and will be held at the Futian Convention Center in Shenzhen. Shenzhen is a key city in the Greater Bay Area, which is recognized as one of China’s main economic centers.

Wine to Asia 2025 is expected to host more than 520 companies from 30 countries. Among these, 120 Italian producers will be present, reflecting the strong interest and presence of Italian products in the Asian market. The Grana Padano Protection Consortium will lead several initiatives during the event. These activities are designed to showcase the versatility and quality of Grana Padano cheese, often paired with Italian wines to highlight their combined excellence.

Stefano Berni, general manager of the Consortium, commented on the participation by emphasizing the importance of bringing Italian flavors and culture to China. He noted that despite ongoing uncertainties regarding American tariffs on Italian products, efforts to promote Grana Padano—the world’s most consumed and appreciated cheese with a protected geographical indication—remain steady.

The Consortium’s involvement in Wine to Asia 2025 is seen as a strategic move to strengthen Grana Padano’s position in Asian markets. It also aims to support the broader promotion of Italian agri-food excellence abroad. The event provides an opportunity for producers and industry professionals to connect with new partners and consumers in a region where demand for high-quality imported food and beverages continues to grow.