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Vinitaly Engages 53 Trade Professionals in Bangkok as Italian Wine Targets Expanding Asian Markets

Events in Thailand and India signal rising demand for imported wines and deeper cooperation between Italian and Asian partners

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Vinitaly, the well-known Italian wine fair, has expanded its presence in Asia with new events in Thailand and India. The first Vinitaly Preview in Bangkok took place on December 8 at the Celadon restaurant in the Sukhothai Hotel. The event was organized in collaboration with the Italian Embassy and the Italian Trade Agency. It brought together 53 trade professionals, including importers, buyers, and representatives from large-scale retail and hospitality sectors.

Two days later, on December 10, Vinitaly continued its international program with an event in New Delhi. This gathering was held at the residence of the Italian ambassador and included the participation of Italy's Foreign Minister, Antonio Tajani, ahead of his official visit to Mumbai. The New Delhi event attracted key figures from India's economic, political, and cultural sectors, as well as wine industry professionals.

These two events mark the conclusion of Vinitaly's 2025 internationalization program. According to Federico Bricolo, president of Veronafiere, which organizes Vinitaly, these initiatives are part of a broader effort to strengthen direct relationships with stakeholders in dynamic markets for Italian wine. Bricolo stated that direct presence in Asia is a result of ongoing efforts to play a leading role in global markets.

Adolfo Rebughini, general manager of Veronafiere, emphasized that Thailand and India are becoming increasingly receptive to Italian wine. He noted that maintaining a consistent presence helps companies seize new opportunities and promotes wine culture in regions with high growth potential. Rebughini added that targeted initiatives and strong institutional relationships make Vinitaly a strategic platform for expanding the reach of Italian products worldwide.

The New Delhi event focused on two main topics: the upcoming Vinitaly India Roadshow and the main Vinitaly fair scheduled for April 12-15 at Veronafiere in Verona. The India Roadshow will open 2026 with stops in Mumbai and Panaji from January 16 to 18. Organizers see India as a market with strong economic growth and largely untapped potential for wine consumption.

Vinitaly's expansion into Thailand and India reflects a broader trend among Italian wine producers seeking new markets outside Europe. Both countries have seen rising interest in imported wines as consumer preferences evolve and disposable incomes

increase. By establishing a direct presence and building relationships with local partners, Vinitaly aims to support Italian wine producers in navigating these emerging markets.

The events in Bangkok and New Delhi also highlight growing cooperation between Italian institutions and local authorities to promote trade and cultural exchange. With these latest initiatives, Vinitaly continues to position itself as a key player in the global wine industry, helping Italian producers connect with buyers and consumers across Asia.