



**VINITALY - CIBUS CHINA 2007**  
**29 November - 1 December 2007. Shanghai**

Organised by



Under the  
patronage of

**General Program**

**November 29<sup>th</sup> - Thursday**



10:30 – 11:00

Exhibition Events

Opening Ceremony  
Speeches by Italian and Chinese Authority

11:00 – 12:00

Ribbon Cutting Ceremony

Press Conference for Chinese and Italian press  
*Seminar Room, Second Floor*

13:00

Tasting - Italian Pasta served with San Marzano Tomatoes  
*Campania Region's Booth*

**Partners**



13:00 – 14:30

Wine Tasting - The wines of the Veneto Region  
*Hosted by Veneto Region in cooperation with ICE Seminar Room, Second Floor*



12:00 – 13:00

VIP Lounge Events

“Taste of Italy” - Session on Italian wines and cuisine for Chinese trend setters  
*Hosted by ICE in cooperation with “Cigar Ambassador” magazine*



14:30 – 16:00

Session for selected Chinese professionals dedicated to the one of the most famous of Italian wines, the “Brunello di Montalcino”  
*Hosted by the Consorzio Vino Brunello di Montalcino in cooperation with ICE*



**Note: The admission to VIP Lounge sessions is by invitation only**





**VINITALY - CIBUS CHINA 2007**  
**29 November - 1 December 2007. Shanghai**

Organised by



Under the  
patronage of



**November 30th - Friday**

Exhibition Events

10:00 – 11:30 Wine Tasting - The “Montepulciano d’Abruzzo”: a great Italian wine to know and to enjoy.  
*Hosted by the Abruzzo Region in cooperation with ICE*  
*Seminar Room, Second Floor*

13:00 – 14:30 Guided Tasting - Typical Foods and Wines from Molise Region.  
*Hosted by Unioncamere Molise in cooperation with ICE*  
*Seminar Room, Second Floor*

13:00 Tasting: Italian Pasta served with San Marzano Tomatoes  
*Campania Region’s Booth*

16:00 – 17:30 Seminar - “The Sicily’s wines Zonation project”.  
 Held by a leading expert on viticulture, Prof. Scienza, from the University of Milan  
*Hosted by Sicily Region, Agriculture Department*  
*Seminar Room, Second Floor*

Partners



VIP Lounge Events

10:30 Session for selected Chinese professionals dedicated to the Wines of the Institute of Fine Italian Wines – Premium Brands  
*Hosted by ICE in cooperation with the Institute of Fine Italian Wines*

12:30 – 13:30 “Taste of Italy” - Session for Chinese trend setters dedicated to Italian Premium Brands  
*Hosted by ICE in cooperation with “The Bund” and with the Institute of Fine Italian Wines*

**Note: The admission to VIP Lounge sessions is by invitation only**





**VINITALY - CIBUS CHINA 2007**  
29 November - 1 December 2007. Shanghai

Organised by



Under the  
patronage of



**December 1<sup>st</sup> - Saturday**

Exhibition Events

10:30 – 12.00

Wine Tasting - The Wines from Campania Region  
*Hosted by Campania Region*  
*Seminar Room, Second Floor*

13:00

Tasting: Italian Pasta served with San Marzano Tomatoes  
*Campania Region's Booth*

VIP Lounge Events

12:30 – 13.30

“Taste of Italy” - Session on Italian wines and cuisine for Chinese trend setters  
*Hosted by ICE in cooperation with CMP Sinoexpo*

Partners



**Note: The admission to VIP Lounge sessions is by invitation only**

