



RIVE
INTERNATIONAL SHOW OF WINE-GROWING AND OENOLOGY

 **Pordenone Fiere**
Exhibitions since 1947

RIVE 2017

In collaboration with **Assoenologi, Consorzio Doc Fvg, Autonomous Region of Friuli Venezia Giulia and ERSA - Regional Agency for Rural Development -**, **Pordenone Fiere** has organized **RIVE 2017, the biennial international exhibition dedicated to viticulture and enology, on 12th-13th-14th December 2017, in Pordenone.**

From vine to wine, from the field to the cellar: Rive 2017 will be a unique event at an international level in the wine sector, a benchmark for the entire industry. Every two years, it will present all the technical and technological innovations for **viticulture, grape processing, winemaking, and wine marketing** to all the companies in this sector. **Pordenone Fiere**, in a high profile, worldwide context for the sectors of viticulture and oenology, will welcome exhibitors and visitors to an ideal geographical location, with quick connections with the North-East Europe and all the major international airports. For detailed practical information and updates about the event: www.exporive.it

AN ABSOLUTE NEWS IN THE FIELD

There is no lack of international appointments about wine. What makes **Rive** unique is its completeness: the spaces of Pordenone Fiere will exhibit producers representing all the steps of the wine production chain, from field cultivation to bottling and selling, passing through software tools and consultations in the agronomic and oenological field. Rive will be the square to go to, to find the latest innovations in technical and technological fields, to meet the best experts, and to study the latest trends.

INTERVIEW WITH RENATO PUJATTI, PRESIDENT OF PORDENONE FIERE

Let's start with the name: why Rive?

"RIVE (Rassegna Internazionale Viticoltura Enologia = International Viticulture and Oenology Exposition) is basically an acronym that summarizes the international character and two souls of the event: on one hand the viticulture and, on the other, oenology. Moreover, in Italian it is a word that makes sense and that has an even greater significance in our country, when speaking about wine. RIVE, in fact, in the field of the cultivation of Prosecco, indicates a steep terrain, not easy to grow, where special quality grapes are produced. We can therefore consider it sort of a homegrown synonym of the French cru, a terrain that produces high quality wines, classified according to a scale in percentage.

We would like RIVE to become a quality event, born in a land not taken for granted. "

Among the totality of the international exhibitions of the wine sector how is RIVE standing?

"Over the years, RIVE would like to become an unmissable event for all workers in the vine-wine industry in Italy, and mainly in Central and Eastern Europe".

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Your goal is ambitious: becoming an international reference point for everything related to the technique, technology and products, at every level of the wine industry, is quite a responsibility. How will you deal with it?

"By, on the one hand, presenting the best range of products and services for vine cultivation and wine production, and, on the other hand, by offering an environment of exchange and comparison among the operators, so that they can be updated on the latest techniques and technologies in the industry. All this through ENOTREND, the intense program of conferences, workshops and meetings dedicated to viticulture and oenology. "

Enotrend is rather representative of the cultural substrate of the exposition. How much will the cultural and educational component weight within Rive?

"ENOTREND will be the flagship of RIVE: we would like it to remain a living area even after the event, through publications, web portals and newsletters. We are sure this is certainly possible, thanks to our international level Scientific Committee"

What do you expect from this first edition?

"We'd want RIVE to satisfy the exhibitors and visitors of the first edition, making the whole wine sector in Italy grow. It is difficult to predict numbers, but, of course, everyone is pleased to see crowded corridors!"

PRODUCT SECTORS

RIVE 2017 will host producers and service suppliers, representative of all sectors of the wine industry:

Grapevine growing: production and planning of machinery and materials for the various stages of grafted vine preparation, rootstock cleaning, waxing and cold storage. Techniques of technological innovation for a key sector of the wine world.

Viticulture: machinery and equipment for the cultivation of the vine, from the stage of planting rooted grafts until the explant, including fertilization and irrigation of the soil, including the stage of harvest.

GRAPEVINE: treatment and use of the materials for the cultivation of grapes, raw materials, chemicals and biological products for plant health treatment to fight pathogens in different phenological stages: dormant, bud burst, cluster formation and bloom.

WINE MAKING: all machinery, equipment and products for processing grapes into wine and for the subsequent refinement process: structures for filtration and cleansing, fermentation and aging containers, barrels, casks, barriques, vats.

- MARKETING: products for wine packaging: containers (glass, PET, Bag-in-Box), labels, corks, caps, packaging, and printing. Machines for bottling, inspection, product measuring for marketing.

- OENOLOGY: all services, equipment and cross products, software for viticulture and cellars. Specific oenological services: biotechnology, consultation, vines, territorials, wine storage, tasting.

TECHNICAL INFORMATION

RIVE 2017 will be held on 12th-13th-14th December 2017, in the trade center of Pordenone, in Viale Treviso 1.

To participate as an EXHIBITOR, please fill in and send [this form](#).

The entrance as a VISITOR is open to all the sector operators **for free**, and requires a simple registration.

To request PRESS access, please submit your request to smaldarelli@fierapordenone.it or to

ufficiostampa@advisionair.it.

You can find all the information at www.exporive.com

ABOUT PORDENONE FIERE

Pordenone Fiere is composed of nine halls, with an internal exhibition area of 30,000 sqm, and 70,000 sqm of open-air exhibition surface. Every year we organize around 25 exhibitions, both for professionals and the public, and a lot of events, meetings and sport competitions. On a strategic and wide open position towards the markets of East Europe, the Pordenone Fiere Fair-Ground is easily accessible within an hour from Venice, Trieste and Ljubljana airports. For information and contacts: www.fierapordenone.it

ENOTREND PROJECT

RIVE 2017 is not just an occasion to match demand and supply. The aim of the event is to open new channels of communication between the parties involved, creating insights and let an exchange of know-how arise which can remain active even beyond the time and physical limits of the exposition.

Enotrend is the project that contains the added value of **RIVE 2017**: a space devoted to **workshops, discussions and seminars on new trends in the field of vine culture, technical innovations, research & development**. The project provides a place of virtual knowledge exchange and different occasions for the real meeting of experts at the highest level. **Enotrend** was born of a **Scientific Committee** composed of prestigious names of the Academy and of the Italian wine world. The group gave impetus to the works on December 2nd, with the first meeting and election of the President, unanimously voted in the person of Professor Attilio Scienza.

ENOTREND SCIENTIFIC COMMITTEE

President Prof. ATTILIO SCIENZA

Professor of Vine Biology and Genetics at Milan University.

AEI prize for scientific research in 1991, Morsiani International Prize in 2006.

Member of editorial scientific committee of: *Journal International des Sciences de la vigne et du vin, Bordeaux*; *Journal of Wine Research, London*; *Vignevini, Bologna*; *Rivista di Viticoltura ed Enologia, Conegliano Veneto*; *Vitis, Geilweilerhof*.

Components:

Prof. RAFFAELE TESTOLIN

Professor of Fruit-farming and Genetic Resources in Agriculture at Udine University.

Prof. VASCO BOATTO

Professor in the Department of Territory and Forestry, Economy and Agriculture and Forestry Politics at Padua University.

Prof. OSVALDO FALLA

Professor of General Arboriculture and Arboreal Cultivations at Milan University.

Prof. PAOLO BALSARI

Professor of Agricultural Mechanics at Turin University.

Prof. MARIO PEZZOTTI

Professor of Agricultural Genetics in Verona University.

DIEGO TOMASI

Director of CREA – Vite, Viticulture Research Centre in Conegliano.

MICHELE MORGANTE

Scientific director of IGA, Applied Genomics Institute in Udine.

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PAOLO PEIRA

Vine-growing and wine-producing consultant, national representative of Assoenologists.

MARCO STEFANINI

Agronomist and oenologist at FEM, Edmund Mach Foundation in San Michele all'Adige.

Enotrend: blogs, seminars, conferences, workshops

The virtual part of **Enotrend** project is already active: there is a [blog](#) on which you can find news and information on viticulture, winemaking and oenology, with the valuable contributions of the Scientific Committee.

On odd years, Enotrend will be hosted in the **Rive** spaces where it will come to life in the form of **workshops** in which winemakers and agronomists will be able to confront and widen their training, under the guidance of a **Scientific Committee** composed of distinguished scholars from Research Institutes and prestigious Italian Universities.

On even years, Enotrend will be a **stand-alone event**, with **conferences, workshops, meetings**, in itinerant headquarters, not only in the Triveneto area, but also throughout Italy.