enovitis EXTRÊME

MACHINERY TESTS IN HIGH-ALTITUDE VINEYARDS

Milan, January 2018

Object : **ENOVITIS EXTRÊME 2018 - Thursday 19th July 2018**
Machinery tests in high-altitude vineyards
at Società Agricola Grosjean Vins, Quart (AO) Italy

Dear Company,
The Unione Italiana Vini is delighted to inform you about the launching of a new event, specifically dedicated to technologies for the cultivation of "heroic" vineyards, those at high altitudes and with steep slopes.

THE NEW ENOVITIS "EXTRÊME"
In addition to being the only source of income for "heroic" farmers, vineyards in the mountains and with steep slopes often act as the extreme bulwark for the defence and protection of the territory from an environmental point of view. However, there is a downside, which is very high production costs if compared to those for viticulture on the plains or areas where mechanisation is more or less complete. Moreover, even if the cultivation operations can be mechanised, it is necessary to use specifically designed machines and equipment intended for use in very specific conditions, which are indeed far from ordinary.
Enovitis "Extrême" was conceived with the objective of meeting the needs of mountain wine-growers, showing them the state of the art of technology dedicated to heroic viticulture.

WHO it is for
Enovitis Extrême specifically targets winemakers and farms with vineyards located in inaccessible orographic conditions, in particular the whole Alpine range (Italy, France, Switzerland, Austria, Slovenia) and the many Apennine areas that are similar in terms of slope conditions to high altitude vineyards.
At the same time, it will mainly focus on the exhibition of types of equipment, machinery and products designed specifically for use in the above-mentioned areas, that is steep slopes, reduced planting distances and minimal manoeuvring spaces, where manoeuvrability and the ability to operate in confined spaces are essential.

WHEN AND WHERE
The first edition of Enovitis Extrême will take place on 19th July in Valle d'Aosta, a setting also chosen to confirm the close cooperation with Cervim (Research centre for mountain viticulture), whose main offices are in Aosta, which will be working for the success of the event. The company chosen as the location is Società Agricola Grosjean Vins, located in Quart (AO). A historical company in the area, it directly manages around 15 hectares of vineyard and the processing rooms have just been extended, enabling it to put just under 150,000 bottles/year on the market.

Since 1998, the UNIONE ITALIANA VINI has been organising Enovitis in Campo, the first and only demonstrative exhibition of national importance dedicated to the testing of technologies for the cultivation of the vineyard, whose next edition is scheduled for 21st and 22nd June 2018 in Emilia-Romagna. On the strength of the experience gained in 12 editions of Enovitis in Campo, with Enovitis Extrême, the Unione Italiana Vini completes an important piece of the varied mosaic of the promotion of technologies for Italian and international viticulture.

Organizing Secretariat
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Organized by
Unione Italiana Vini Servizi

In collaboration with
Viticultura Heroica CERVIM

Supported by
VIVAL Associazione Viticoltori Valle d'Aosta

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Deadlines and information

23 May 2018

Deadline to submit to the Organizing Secretariat the following signed forms:
- application form and copy of the payment of the entire registration fee
- questionnaire for the catalogue
- technical Information
- form for free catalogue entry
- logistic support (preliminary information sheet)
- advertising booking

23 May 2018

Deadline to submit to the Organizing Secretariat:
- material for free catalogue entry
- material for facebook

May 2018 *(day to be defined)*

Technical meeting with exhibitors at Il Naviglio for the event presentation *(exhibition programme, logistical information, allocation, etc.)*

28 May 2018

Deadline to submit to the Organizing Secretariat:
- advertising material

In addition to the plot or the space the partecipation fee includes the entry of the exhibitor:

- in the on-line exhibitor list on www.enovitisextreme.it with a direct link to his website
- in the exhibiton catalogue with an advertising space made of: company address, a descriptive text, a logo, a picture (*material given by the exhibitor*). the catalogue will be handed out free to all visitors of the exhibition and will be lately used as promotional tool during the most important sector event (*exhibitions, meetings etc.*)
- on the Flyer that will be sent to all prospective visitors of the database of the Organizing Secretariat. Each exhibitor will receive 300 flyers to promote his presence and to invite his customers to come to the exhibition
- on the facebook page of the event, with his own post

Organizing Secretariat:

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