enovitis EXTRÊME

MACHINERY TESTS IN HEROIC VINEYARDS

Milan, January 2020

Object : **ENOVITIS EXTRÊME 2020 - Thursday 16th July 2020**
Machinery tests in heroic vineyards
at Edmund Mach Foundation, Vigalzano office, Pergine Valsugana (TN) Italy

Dear Company,
Enovitis extrême is back, the demonstration event dedicated to viticulture in impervious areas, with high slopes and sometimes even at high altitudes: in a word "heroic".
The success of the first edition, held in 2018 in Valle d'Aosta, proved the interest in this market "niche", deriving from the particular and specific technological needs of the many winemakers operating in the Italian Alpine and Apennine areas, as well as in cross-border areas in France, Switzerland, Austria and Slovenia.

A SPECIFIC EVENT
This led the Unione Italiana Vini, which has always been at the fore when it comes to the transfer of innovations from suppliers to users and in training and information activities in the wine sector, to dedicate a specific event, every two years, to the presentation and testing of this type of equipment, machinery and products designed specifically for use in the above environments, i.e. high slopes, limited planting layouts and small manoeuvering spaces where manoeuverability and the ability to operate in confined spaces are essential.

WHO IS IT FOR?
In addition to the quality of the wines they produce, "heroic" vineyards also represent an extreme defence system for the protection of the territory. However, they are also characterised by very high production costs if compared to viticulture on the plain or areas where mechanisation can be almost complete. Furthermore, even if the cultivation operations can be mechanised, it is necessary to use operating machines and equipment specifically designed and intended for use in very particular conditions, produced and built almost all by hand.

WHEN AND WHERE?
With the complementary objective of enhancing and communicating the peculiarities of the individual territories, Enovitis extrême embraces the touring principle, moving each time around the most characteristic territories.
The second edition of Enovitis extrême will take place on 16 July in Trentino, at one of the wineries owned by the Edmund Mach Foundation located in Pergine Valsugana.
The Edmund Mach Foundation carries out scientific research, education and training, experimentation, consultancy and service to companies in the agricultural, agri-food and environmental sectors. Its management is inspired by criteria of efficiency, economy and transparency and is a not for profit organisation. The Foundation continues the aims and activities of the Agricultural Institute of San Michele all'Adige, founded by the Innsbruck Diet on 12 January 1874, and of the Alpine Ecology Centre established with the provincial law dated 31 August 1992, n. 17.

UNIONE ITALIANA VINI has been organising the event known as Enovitis in campo since 1998. This is the first and only demonstration exhibition of national importance dedicated to the testing of technologies for the cultivation of vineyards actually in the vineyards, the next edition of which is scheduled for 18 and 19 June 2020 in Piedmont. Building on the experience acquired in 14 editions of Enovitis in Campo, with Enovitis extrême, the Unione Italiana Vini completes the varied mosaic for the promotion of technologies for Italian and international viticulture

Organizing Secretariat
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Organized by
UNIONE ITALIANA VINI

Under the aegis of
VITICOLTURA EROICA CERVIM

In collaboration with
vinitaly FIERAGRICOLA International Agricultural Technologies Show

enovitis EXTRÊME

Deadlines and information

20 April 2020

Deadline to submit to the Organizing Secretariat the following signed forms:
- application form and copy of the payment of the entire registration fee
- privacy policy
- questionnaire for the catalogue
- technical Information
- form for free catalogue entry
- advertising booking

20 May 2020

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

May 2020 *(day to be defined)*

Technical meeting with exhibitors at Edmund Mach Foundation - Vigalzano office for the event presentation *(exhibition programme, logistical information, allocation, etc.)*

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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