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Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY



ITA PARTICIPATION IN VINEXPO ASIA 2025

MAY 27TH - MAY 29TH
LEVEL B2 BOOTH E093

Singapore, Marina Bay Sands
Expo and Convention Centre





ITALIAN TRADE AGENCY

ITA - Italian Trade Agency is the Governmental agency that supports the business development Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

The network. Through its headquarters in Rome, an office in Milan, and a global network of 69 offices and 18 local branches in 74 countries, linked to Italian embassies and consulates, the Italian Trade Agency provides information, assistance, promotion, training, and cooperation in the industrial, consumer goods and services sectors. The Italian Trade Agency collaborates with Italian Regions, Chambers of Commerce, Industry and Trade Associations and other public and private organizations.

Every year, ITA worldwide offices carry out hundreds of promotional projects and provide personalized services and assistance to thousands of Italian companies.

The Italian Trade Agency also assists and supports foreign companies that want to establish or expand business and trade relations with Italian companies or to invest in Italy. The main services offered to Italian companies by the Italian Trade Agency to increase the flow of exports and investments between Italy and the rest of the world are:

- information and assistance
- identification of commercial partners
- visits to international trade shows and industrial districts
- support for investments abroad

Offices in ASEAN:

- **Singapore**, Singapore
 - singapore@ice.it
- **Jakarta**, Indonesia
 - giacarta@ice.it
- **Ho Chi Minh**, Vietnam
 - hochiminh@ice.it
- **Kuala Lumpur**, Malaysia
 - kualalumpur@ice.it
- **Bangkok**, Thailandia
 - bangkok@ice.it

- ☎ +65 6820 3180
- ✉ singapore@ice.it
- 📷 [@itasingapore](https://www.instagram.com/itasingapore)
- 🏠 www.ice.it/en
- 📺 Italian Trade Agency
- 📌 Italian Trade Agency – Singapore

SEMINAR ROOM AGENDA AT THE ITA PAVILION

*pecially curated for the Italian Trade Agency
by Jessica Anne Tan IWS, IWA, CSW*



MAY 27TH, 12:45 – 14:15

MASTERCLASS SANGIOVESE & FRIENDS: REDS OF CENTRAL ITALY

Sip your way through the heart of Central Italy, where red wines dominate with personality and charm! At the centre is the iconic Sangiovese grape, known as the blood of Jupiter, a true Italian nobility. But it does not stop there—native varieties like Canaiolo will join the party, along with international favourites like Merlot and Petit Verdot, adding their flair to the mix.

Cinciano *Preziano Bianco* Toscana IGP 2024

Azienda Uggiano *Fagiano* Chianti Riserva DOCG 2021

Fattoria Uccelliera *Ginepraia Botte n.7* Toscana IGT 2020

Tenuta Scrafana *Merlot Riserva* Valdamo di Sopra DOC 2018

Il Conte Villa Prandone *IX Prandone* Marche Merlot IGP 2021

Poggio Rozzi - Graf Toggenburg *Eccellenza* Passito Rosso Toscano IGT 2020

MAY 27TH, 15:30 – 17:00

MASTERCLASS CLASSIC NATIVE GRAPES OF ITALY

Italy is home to over 500 native grape varieties, but only a handful had defined its familiar dominance around the world. Iconic native grapes like Glera, Lambrusco, Primitivo and Sangiovese showcase Italy's terroirs, traditions, and ingenious winemaking. Secure your seat at the "Classic Native Grapes of Italy" masterclass and allow yourself to explore these varieties, their history, and their role in shaping Italy's global wine identity.

Cantina Montelliana e dei Colli Asolani 57 Asolo Prosecco Superiore DOCG NV

Gaffino Vigneti e Cantina *Roma* Roma DOC 2022

Azienda Settecani 7 Bio Lambrusco Grasparossa di Castelvetro DOC 2024

Varvaglione *Papale Linea Oro* Primitivo di Manduria DOP 2021

Cantine Paradiso 1954 Primitivo Puglia IGP 2022

MAY 28TH, 10:00 – 11:30

MASTERCLASS THE ICONIC WINE BLENDS OF ITALY

Are consumers only celebrating single-varietal wines and overlooking the beauty of blended wines? Yet some of the most iconic wines of Italy are crafted from blends that demonstrate both traditions and innovation. Let us journey through these iconic blends, where every sip tells a story of heritage, and unparalleled craftsmanship with wines including the likes of Amarone della Valpolicella and Super Tuscans in this masterclass.

Piera 1899 *Coordinate* Vino Rosé Tre Venezie IGT 2024

Castello del Terriccio *Lupicaia* Rosso Toscana IGT 2019

Rubinelli Vajol Amarone della Valpolicella Classico DOCG 2016

Tenuta Santa Maria di Gaetano Bertani Amarone della Valpolicella Riserva DOCG 2018

Azienda Vinicola Cantele *Amativo* Salento IGP 2023

Az. Agr. Zyme di Celestino Gaspari *Kairos* Veneto IGT 2020

MAY 27TH, 12:30 – 13:30

PANEL DISCUSSION SELLING WINES TO MOBILE PHONES? WINE SALES IN A TECH CENTRIC MARKETPLACE

Are the mobile phones taking over the wine recommendations you make to your customers? With mobile platforms and online reviews shaping consumer choices, how can the wine trade leverage on digital tools to connect with consumers? Industry professionals will share how online reviews influence purchasing decisions, and how they are driving consumer engagement in the competitive wine market. Explore the evolving landscape of wine sales in the tech-centric marketplace during this insightful panel discussion.



Moderator:

Jessica Anne Tan IWS, IWA, CSW, Singapoured

A seasoned journalist, digital creator, and event organizer, she promotes Italian wine in Southeast Asia as a Vinality Italian Wine Ambassador, collaborating with key consortia and taking part in international programs and EU projects.



Valentina Abbona, Winemaker, Marchesi di Barolo

A sixth-generation vintner and Export & Marketing Manager at Marchesi di Barolo, she combines global experience with family heritage to lead the winery's international growth.



Isabelle Wu, Head of Sales, Comey and Barrow (Singapore)

With over a decade of wine industry experience in events, marketing, and brand strategy across China and Hong Kong, she blends professional expertise with a passion for learning and outdoor adventure.



David Marchiori, Chef-Owner, Bacaro

A celebrated chef and familiar face at Vinality and on TV, he shares the richness of Italian cuisine and wine through his work at Bacaro Singapore and his upcoming guide, Born To Be Wine, dedicated to Italy's native grapes and regions.

MAY 28TH, 16:15 – 17:30

MASTERCLASS RARE ITALIAN NATIVE GRAPES MAKING A COMEBACK

In the late 1970s, European Union financial incentives led to the uprooting of native grape vineyards in Italy to giving way to international varieties. This resulted in the extinction in many indigenous Italian grape varieties. In this masterclass, we will showcase some rare native grape varieties making a comeback. From Albana, Bellone, to Schioppettino, these almost-lost grapes are now reclaiming their place in the spotlight, thanks to passionate winemakers who keeps Italy's grape heritage alive. Explore their unique characteristics, fascinating histories, and the regions that nurture them.

Cincinnato *Enyo* Bellone Cori DOC 2023

Palazzo di Varignana *Albana* Romagna Albana DOCG 2024

Montalbera *Laccento* Ruché di Castagnole Monferrato DOCG 2023

Tenuta Santa Caterina *Monferace* Monferrato DOC 2019

Cantine Fina *Perricone* Terre Siciliane IGP 2024

Vigna Petrusa *Schioppettino di Prepotto* Colli Orientali del Friuli DOC 2020

MAY 29TH, 10:00 – 14:00

ITALIAN SOMMELIER COMPETITION FINALS

The first ever Italian Sommelier Competition in Singapore. Celebration of mastery, passion, and the art of Italian wine. This inaugural event invites sommeliers to showcase their expertise, compete at the highest level, and immerse themselves in Italy's rich wine culture. With industry recognition and prestige at stake, it is an opportunity to elevate your craft and connect with like-minded professionals. Be part of this groundbreaking journey and make history in the world of sommellerie!

The Preliminary phase of the competition was held on May 18 2025 (10:00 - 16:00) at Praelum Wine Bistro.

The Judges



Dr Jackie Ang MW, Cherwell Wine & Spirits

A pharmaceutical scientist and wine educator, Jackie blends scientific expertise with a passion for advancing wine knowledge in Asia, hosting events, masterclasses, and judging competitions while fostering connections between producers and consumers to enrich wine appreciation.



Daniel Chia, Lecturing Instructor, CIA Singapore

A distinguished instructor at the Culinary Institute of America Singapore, Daniel Chia blends extensive hospitality experience with wine education, co-developing the 'Asian Wine Lexicon' and contributing to leading publications to shape wine appreciation in Asia.



Chng Poh Tiong, The Wine Review

A renowned wine expert specializing in Bordeaux, Marselan, and Asian wines, he shapes global wine standards as Regional Chair for Decanter World Wine Awards and Senior Judge for the World of Fine Wine, while also offering expertise on Chinese and Japanese wines, fine arts, and whisky.



Jacques Chua, Head Sommelier, Marina Bay Sands

Jacques, leverages her Court of Master Sommeliers Advanced certification, expertise, and passion to craft outstanding wine programs, elevating Singapore's dining scene through education and hospitality.



June Lee, Free Lance Journalist

With over 20 years of experience, a former Epicure wine editor, and certified in CSW and WSET Level 3, she now freelances and runs junedrinks.com, shaping the wine and spirits conversation through storytelling and education.



Shirley Tan, Deputy Head Sommelier, 67 Pall Mall Singapore

A passionate sommelier with ASI Diploma Gold, VIA Italian Wine Ambassador, and CMS Advanced Sommelier certifications, brings expertise and leadership to her role as Deputy Head Sommelier at 67 Pall Mall Singapore, following her tenure at Galaxy Macau.



Tan Ying Hsien MW, Taberna Wine Academy

Ying Hsien, Singapore's first Master of Wine, transitioned from corporate law to become a globally recognized speaker, educator, and consultant to Michelin-starred restaurants, while shaping future wine professionals through Taberna Wine Academy's tastings and masterclasses.



Justin Wee, Asst. Head Sommelier, Raffles Hotel

Honoured as Tatler Best Sommelier in Singapore 2024, Justin is a visionary in the wine world, known for his adventurous palate, innovative wine evaluation, and expertise in uncommon grape varieties, emerging regions, and terroir-driven pairings at Raffles Hotel Singapore.



Sincere thanks to Gerald Lu and Wai Xin Chan for their key advisory roles in organising the first Italian Sommelier Competition. Their passion and expertise were vital to its success.

MAY 29TH, 15:00 – 16:00

PANEL DISCUSSION NEW TRENDS IN THE WINE MARKET: SUSTAINABILITY, NATURAL WINES, AND NO/LO INNOVATION

The global wine landscape is undergoing a profound shift, where sustainability is no longer just a buzzword—it is a market imperative. From the rise of natural and organic winemaking practices to the growing demand for No/Lo (no- and low-alcohol) alternatives, consumer preferences are steering the industry toward ethical and environmentally conscious choices. But is this movement driven by genuine sustainability efforts or strategic market positioning? As vineyards embrace regenerative agriculture and minimal intervention techniques, the question remains: how do we balance authenticity with commercial viability? This discussion challenges us to rethink what defines wine in today's evolving world and where the industry is headed next.



Moderator: Wai Xin Chan, Educator, Wine Xin

A Certified Wine Educator and one of the first five Vinitaly-certified Italian Wine Experts, he is a respected wine judge and educator advancing Italian wine appreciation globally through key tastings, certification programs, and international collaborations.



Sofia Bustaggi, Winemaker, Corte Figaretto

Growing up at her family's winery, Corte Figaretto, she joined in 2020 to oversee production, sales, and agriturismo, focusing on sustainability and crafting authentic, low-impact wines that reflect their terroir.



Michelangelo Berretta, Director, Italian Wine Club

A passionate Italian wine professional he promotes artisanal wines in Southeast Asia, leveraging his expertise and deep appreciation for independent wineries to champion Italy's dynamic wine landscape.



Dave Chan, D's Bar Kuala Lumpur

A former engineer turned wine enthusiast, he founded DC Selections to curate exceptional wines and foster connections through his award-winning wine bar, D's Wine Bar.



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Section of the Italian Embassy

SINGAPORE
7 Temasek Boulevard
#19-01A Suntec Tower One
Singapore 038987
T +65 6820 3180
singapore@ice.it
www.ice.it

ItalianTrade Agency ITA - 

@ITAttradeagency 

ItalianTrade Agency 

@itatradeagency 