

## **Vinitaly Technical Partner of IFBS – Italian Food & Beverage Singapore 2026: Exclusive Masterclasses Launch for APAC Buyers**

Vinitaly will serve as the technical partner for the eighth edition of IFBS – Italian Food & Beverage Singapore, scheduled for July 1–2, 2026 at the Suntec Convention Center.

As part of the event, Vinitaly will organize a series of exclusive Masterclasses aimed at a selected audience of buyers from across the APAC region, including Singapore, Malaysia, Vietnam, Japan, and Australia. The goal is to promote the excellence of Italian wine in international markets.

In a context where Asia continues to confirm its role as a driver of global growth in the food & beverage sector, these Masterclasses represent a strategic and highly qualified tool to foster connections between Italian producers and industry professionals, providing an ideal environment for the promotion and positioning of wine labels.

The sessions will be led by an Ambassador of the Vinitaly International Academy based in Singapore, a key figure capable of interpreting and communicating the value of Italian wine thanks to a deep understanding of local market tastes and dynamics.

IFBS is a regional platform where Italian food & beverage companies can meet buyers from the APAC area, including Singapore, Malaysia, Indonesia, Vietnam, Japan, Australia, Hong Kong, China, Taiwan, Thailand, South Korea, India, the Philippines, and Cambodia.

The project, coordinated by the Italian Chamber of Commerce in Singapore in collaboration with all Chambers in the Asia-Oceania area, includes two days of B2B meetings, with presentations and tastings of Italian food, beverages, and wines, aimed at F&B buyers from across Southeast Asia.

Three hundred Italian companies have joined the project, and over 100 buyers selected by the Italian Chambers of Commerce in the Asia-Oceania area have already been confirmed through the incoming buyer program.

<https://italianfoodandwine.asia/>

Vinitaly is the world's leading international wine and spirits exhibition, held annually in Verona since 1967. As the global benchmark for Made in Italy, it connects thousands of exhibitors with professional buyers and importers from over 140 countries. Beyond the trade floor, it hosts prestigious competitions, high-level masterclasses, and the "Vinitaly and the City" fringe event for wine lovers. It serves as the primary engine for Italian wine exports and a vital barometer for global market trends.

- Next Edition: April 11–14, 2027
- Official Website: [www.vinitaly.com](http://www.vinitaly.com)