

CALL FOR EXHIBITORS

GARNACHA DAY

Operakällaren, Stockholm

September 16th, 2019

ICEX España Exportación e Inversiones / Wines from Spain in collaboration with the Economic and Commercial Office of the Spanish Embassy in Stockholm is organizing the event GARNACHA DAY in Sweden.

1. DESCRIPTION

This event is aimed at promoting Spanish wines and the Spanish wine industry through the autochthonous variety Garnacha with an educational profile. Modernity, innovation and sustainability are some of the features that describe the sector in Spain and we would like those to be represented this day.

The GarnachaDay will consist on the following three parallel actions, which will take place in the same venue:

- Master Class on Garnacha conducted by Fernando Mora MW: this tasting will take the participants on a trip across Spain along this variety. Throughout 8 wines and in 90 minutes the current situation of the sector in Spain will be presented. Two sessions of 40 participants each will be arranged. Wines will be chosen by Fernando Mora and supervised by this Office.
- Fair for importers: in the same location, an exhibition of importers working with Spanish wines of this grape variety (red Garnachas and white Garnacha) will be arranged.
- Exposition of different producing areas where Garnacha is one of the main varieties: participation as exhibitors of several Regulatory Councils for Denomination of Origin, CRDOs (Consejos Reguladores de Denominaciones de Origen) or other regional institutions gathering producers working with these varieties. They will have the opportunity of presenting what is being done in the Spanish wine sector through new producers not represented in the Swedish market and providing with information about their areas. The presence of these organizations will reflect the richness of the Spanish wine sector and will be a strong boost to the image-country and Spanish wine.

The **target audience** of this activity will be professionals in the sector: Systembolaget buyers and staff, sommeliers and HoReCa channel, specialized media, importers, sommelier schools, wine clubs. The Commercial Office will send invitations to the potential visitors and will promote the event through social media and other specialized channels. A possible collaboration with Sommelierföreningen, in which we are working on, will allow us to increase the number of professional visitors to the event. At the end of the day the event will be also open for final consumers.

At the end of the day and for a couple of hours, the event will be open for final consumers, who will pay a ticket (150 SEK/person) to be able to visit the event.

2. DATE, OPENING HOURS AND VENUE

This event will take place on Monday, September 16th at Operaterrassen, Operakällaren (www.operakallaren.se). The opening hours will be:

- From 11.30 to 17.00 – for professionals
- From 17.30 to 19.30 – for final consumers

The Master Class will be given in two sessions:

- 1st session: 11.30 – 13.00
- 2nd session: 14.30 – 16.00

3. EXHIBITORS, REQUIREMENTS AND SELECTION OF PARTICIPANTS

This call for exhibitors is open for Swedish importers representing Spanish wines where *Garnachas (reds and white)* are specifically present and with interest in presenting these wines to a professional public and final consumers.

ICEX and this Economic and Commercial Office reserve the right to select the participants based on the following criteria:

- All wines presented must be Spanish
- All wines presented must include *Garnachas (reds and white)*

We recommend a maximum of 12 references presented per table.

Swedish importers interested in participating will have to send the attached application form providing the following information to the following email address:

estocolmo@comercio.mineco.es

- A complete list of references and whether the wines are available at Systembolaget
- A complete list of the Spanish producers of these wines

The deadline for sending applications is **Friday, July, 11th 2019**.

4. COSTS AND INCLUDED SERVICES

The participation fee is 4 500 SEK (419,10 €) and includes:

- Design and mailing of a digital invitation to professionals and following up
- Promotion of the activity through social media and specialized publications (mainly online magazines). An intensive and extensive effort to attract sommeliers and professionals from the HoReCa sector to attend the event will be made due to the importance that this has for exhibitors
- Exposure on promotional material (catalogue)
- Access to 1 independent table (60 x 120 cm) at the exhibition room (Cost for an extra table: 2 000 SEK)
- 2 x lunch and 2 x coffee-break per exhibitor
- Access to wine glasses, spittoons, ice, bread
- Waitering service during the whole day

Payments will have to be done:

- in EUROS
- to ICEX España Exportación e Inversiones
- giving GARNACHA DAY STOCKHOLM as payment reference
- to the following Bank account:

IBAN: ES48 0182 2370 4300 0099

SWIFT: BBVAESMMXXX

Bank fees for international payments shall be borne by the importer. Specific information about the deadline for the payment will be sent to the exhibitors once we have received the filled application form.

5. FURTHER INFORMATION AND CONTACT

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FWS Foods and Wines
from Spain

FEDER

"Este servicio/actividad es susceptible de ser cofinanciado/a por el Fondo Europeo de Desarrollo Regional (FEDER)".

IMPORTANTE

El ICEX valorará muy positivamente que las empresas que participen en los programas sectoriales autoricen al Departamento de Aduanas e I.I.EE de la Agencia Estatal de la Administración Tributaria (siempre que no lo hubiera hecho previamente), a que remita a ICEX información sobre su comercio exterior.

La autorización señalada se ha de cursar una sola vez, y lo podrá hacer de dos formas:

- 1.- Mediante autorización electrónica en la dirección: <https://www.agenciatributaria.gob.es/AEAT.sede/tramitacion/DC15> y siempre que se posea el correspondiente certificado electrónico de persona jurídica. Este es el proceso más simple y el más recomendable.
- 2.- Mediante autorización en papel, para ello deberá acceder a <http://www3.icex.es/icex-aeat/web/index.html> y obtener más información, así como la forma de proceder para cursar su autorización.