



Press release

THE NEW 2020-2021 VINEXPO TOUR – HELPING TO GET BUSINESS BACK ON TRACK!

Bordeaux, 29 April 2020 – Vinexpo Hong Kong, initially scheduled for July 2020, will take place from 23 to 25 February 2021, due to border closures and health hazards caused by Covid-19. The new dates come in response to a major objective which is to support the wine and spirits industry as the economy recovers. In order to adapt to an unprecedented and unsettled environment, Vinexpo is going the extra mile. It has reviewed the calendar for its exhibitions and introduced a new business facility: the 2020-2021 Vinexpo Tour, which will incorporate Vinexpo Hong Kong. This proactive decision reflects Vinexpo’s commitment to providing a range of business platforms across the globe (Europe, Asia, America).

Vinexpo is therefore poised to introduce a full-fledged marketing tour to offer international support for its clients. The 2020-2021 Vinexpo Tour aims to align as closely as possible with market requirements and the needs expressed by industry players by providing a set of six events for their annual calendar:

- Shanghai from 21 to 23 October 2020
- Paris from 15 to 17 February 2021
- Hong Kong from 23 to 25 February 2021
- New York early March 2021
- Bordeaux in June 2021
- Shanghai in October 2021

So that its clients can make the most of the facility, Vinexpo will provide them with incisive, targeted offers enabling them to maximise resources (turnkey solutions, multi-show packages, etc.). Depending on their strategy, companies and organisations will be able to attend one or more events. Promoting actual sales will be the common thread for all of these events which will provide tiered solutions culminating in the all-inclusive offer to boost return on investment.

“Our customers will be looking for greater sales efficacy in the second half of 2020 and in 2021. Supporting them through complementary solutions with optimised participation costs is more than ever our priority”, stresses Vinexpo CEO Rodolphe Lameyse.

The aim of setting these wheels in motion is to maximise opportunities for professionals to meet. Vinexpo is also considering creating other international business formats that could complement the current range.

As an industry partner, Vinexpo is confirming its determination to support wine and spirits professionals by helping them to jump-start their business activity through a new multi-region offer.

About Vinexpo

In an initiative spearheaded by the Bordeaux-Gironde Chamber of Commerce and Industry, VINEXPO came into being in 1981 and today is the leading events organiser in the wine and spirits sector. In 39 years, Vinexpo has gained a unique understanding of the market and gathered a huge global network of influential distributors. The brand now organises events in five cities worldwide (Bordeaux, Hong Kong, New York, Shanghai and Paris), in addition to a roadshow, Vinexpo Explorer. Every year, the group also publishes one of the most exhaustive market studies on global wine and spirits consumption: the Vinexpo/IWSR report.



Vinexpo has obtained ISO 20121 certification. Vinexpo runs a CSR (Corporate Social Responsibility) initiative through a number of measures aimed at reducing its environmental impact and optimising local, social and economic benefits. Vinexpo is demonstrating its commitment to group-wide performance by ensuring its business is managed in compliance with ISO 20121 certification on “Event sustainability management systems”.

**For more information, visit Vinexpohongkong.com
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