



Press release
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The enthusiastic welcome for the first Wine Paris exhibition has prompted its organisers to announce a second event for 2020 in the French capital

Following a meeting of the Vinisud board this week, the organisers of Vinisud and VinoVision Paris have confirmed their desire to create a permanent event in Paris - a new joint show under the Wine Paris umbrella has just been announced for 2020. This unanimous, collective intention by all the founding and partner marketing boards comes in response to the enthusiasm shown across the industry, both in France and internationally, for the first Wine Paris event which will take place from 11 to 13 February 2019. The show is designed to provide visibility for stakeholders across-the-board, producers and buyers alike. The second Wine Paris will therefore be held in February 2020 at Paris Expo Porte de Versailles.

Central, accessible, equipped with exceptional reception facilities, a business hub and source of inspiration for trade and industry members from across the globe - there is no shortage of words to describe the advantages of Paris as the ideal city for promoting a collective business initiative serving the interests of the entire French wine industry: the ambition is to place Paris at the epicentre of the global wine industry! Internationally recognised for its heritage and gastronomy, France's cultural identity makes it the leading wine exporter country by value and a pivotal consumer market; it is the second-largest consumer country in the world by volume with 27 mhl and for per capita consumption at 51.2 litres¹. Boasting thousands of wine shops, bars, hotels and restaurants driving a dynamic consumer market, Paris is without doubt the world capital of wine.

¹ Sources OIV 2018

“Our two respective trade fairs have put aside their regional ambitions to prioritise the city of Paris in 2019 and for years to come. Businesses within the wine industry have wholeheartedly expressed support for this project and are defending a common interest in the success of the event”, says **Pierre Clément, chairman of the Cool Climate Wine Association.**

“For all the long-standing marketing boards taking part in Vinisud - Languedoc, Pays d'Oc, Roussillon, Rhone Valley, South-West, Provence and Corsica - Wine Paris 2019 is proving to be a real success! The trust placed in us by our exhibitors has given us reason to be enthusiastic and to want to ensure the show's long-term future with a new event in 2020 in Paris, creating a perfect situation for targeting export markets outside the EU which is essential for the development of our wine regions”, adds **Fabrice Rieu, chairman of the Association of Mediterranean Wine Regions.**

Four months before its first event, Wine Paris has already signed up more than 1,300 businesses (producers, estates and trading companies...) from all the French wine regions but also from European and New World countries (Italy, Spain, Croatia, Greece...). Nearly 30 collective pavilions have been organised by each of the founding and partner wine marketing boards alongside other marketing boards and organisations. This will enable all winegrowers and wineries to be a part of this unique adventure in Paris, attended by over 25,000 visitors, 35% of them international. Wine Paris' vocation is indeed to promote the origin of the wines and the rich diversity of the world's wine regions in response to the needs expressed by markets and buyers around the world.

About COMEXPOSIUM & ADHESION GROUP

Comexposium is one of the world's leading organisers of trade and public events. Organising over 132 B2B and B2C events globally, Comexposium has a strong foothold in the food industry via the SIAL network, farming, retail and e-commerce. Comexposium welcomes over 3.5 million visitors and 48,000 exhibitors a year in over 30 countries and its positioning allows it to promote sharing and engagement between individuals and businesses.

Adhesion Group – a subsidiary of Comexposium since October 2017 – is the leading organiser of targeted, high-end B2B events in the wine and spirits sector. Its portfolio includes two world-class shows – Vinisud and VinoVision Paris – and four business conventions: WWM World Wine Meetings in Paris, Asia and the United States (Chicago and San Francisco).

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