



WINE PARIS AND VINEXPO PARIS FROM 10 TO 12 FEBRUARY 2020 IN PARIS

Identical dates and the same venue for a new encounter geared to the needs of the global wine and spirits industry.

Bordeaux, 15 May 2019 - In February 2020, Paris will be the global focal point for wines and spirits as WINE PARIS and VINEXPO PARIS take place concurrently. This shared desire is in response to market demand for the two exhibitions to come together in Paris to create a new, international landmark event at a key time in the buying calendar.

A COLLECTIVE AMBITION IN RESPONSE TO MARKET DEMAND

WINE PARIS and VINEXPO PARIS have chosen to bring together their 2020 exhibitions from 10 to 12 February 2020 at Paris Expo Porte de Versailles.

This unprecedented and collective initiative by the two organisers (COMEXPOSIUM and VINEXPO), with the approval of the boards of VINISUD and VINOVISION PARIS, is a response awaited by members of the wine and spirits sector. The announcement aims to give visibility to all the professionals and further discussions will take place in the coming weeks.

This cohesive approach is a chance for producers, trading companies and brands to optimise their resources and benefit from an event with maximum impact. It will unquestionably promote the events' appeal and act as a magnet for national buyers (wine merchants, Horeca channels, sommeliers, distributors, specialised wholesalers and sales agents) and draw international buyers to the French capital, at a time of the year which is conducive to buying.

It will also consolidate France's undeniable wine expertise and culture and strengthen its international reputation.

COMBINING COMPLEMENTARY EVENTS IN PARIS

WINE PARIS stems from the convergence of VINISUD and VINOVISION PARIS, of Mediterranean and cool climate wines, promoting their regional identities, their myriad attributes and diversity. The fusion of these two easily identifiable and complementary exhibitions marked the first collective approach by all the founding marketing boards to create the first major international wine business event in Paris.

By creating VINEXPO PARIS, VINEXPO's ambition was to seize the growth opportunities slated for the global wine and spirits market. This new international business platform in the heart of the French capital will boast new services such as the INFINITE BAR and the LAB for the exhibition's spirits area. Its inception aligns with one of the strategic development priorities set by VINEXPO's board of directors, which is to provide expert exhibitions as close as possible to the major markets (Bordeaux, Paris, New York, Hong Kong and Shanghai).

While both exhibitions will continue to encapsulate their own inherent characteristics, holding them simultaneously offers an additional asset that will strengthen France's position as a major crossroads for engagement and the promotion of all French regions and vineyard sites, as well as international wine regions.

SAVE THE DATE
WINE PARIS & VINEXPO PARIS
from 10 to 12 February 2020
Paris Expo Porte de Versailles

About VINISUD, VINOVISION PARIS and WINE PARIS

VINISUD, the world of Mediterranean climate wines, created and supported since 1994 by producer's organisations and marketing boards in the South of France: CIVL, CIVR, Inter'Oc, Inter-Rhône, IVSO, CIVP and CIV Corse.

VINOVISION PARIS, the international cool climate wine trade exhibition, was launched in 2017 by wine marketing boards in the Loire Valley, Central Loire, Burgundy, Beaujolais and Alsace and by the Champagne wine growers' organisation SGV.

WINE PARIS, the first international wine business event in Paris, stands at the crossroads between VINISUD and VINOVISION PARIS and was established on the initiative of all the founding and partner wine marketing boards. The first exhibition took place from 11 to 13 February 2019 at Paris Expo Porte de Versailles. It was attended by 2,000 exhibitors and 26,700 trade and industry members, including 30% international visitors.

VINISUD, VINOVISION PARIS and WINE PARIS are organised by COMEXPOSIUM / ADHESION GROUP and overseen by 13 French wine marketing boards.

About VINEXPO

Founded in 1981 on the initiative of the Bordeaux-Gironde Chamber of Commerce and Industry, VINEXPO organises leading events in the wine and spirits industry. Over 38 years, Vinexpo has acquired a unique understanding of the market and established an extensive network of influential distributors around the world. The brand now covers events in five cities around the world (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris) in addition to a travelling event, Vinexpo Explorer. Every year, the group also publishes one of the most exhaustive market studies on the global consumption of wines and spirits: the Vinexpo/IWSR report.

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