

VINEXPO SHANGHAI

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Press release

VINEXPO SHANGHAI 2020 CONFIRMS DATES AND BROADENS ITS SCOPE

7 July 2020 – The second Vinexpo Shanghai has been confirmed for October 21-23 and is designed to meet strong demand from Chinese buyers, keen to fuel the recovery of their business. To maximise opportunities for wine producers in the second half of 2020, Vinexpo Shanghai is broadening its range of services by adding a digital solution to present wines by producers who are not able to travel to Shanghai in October, in a dedicated area called ‘T@sting’.

The first Vinexpo Shanghai in 2019, which was unanimously acclaimed by all attendees, broke new ground and the same spirit will prevail at the second event due to take place from 21 to 23 October 2020. Vinexpo Shanghai is adapting to the current climate and devoting a dedicated area to producers who would like to participate but cannot leave their home country. This unprecedented solution will be limited to the first 100 registrants and has been geared to provide simplicity, quality and efficiency to participating producers with an ‘all-inclusive’ formula and targeted networking with buyers attending the exhibition.

The new area will dovetail perfectly with the range presented at the event by exhibitors from across the globe. Italy, Spain, France, Germany and Argentina, among other countries, will be well represented, alongside Chile, the country of honour at the 2020 exhibition. Chile will make its mark on the event through attendance by numerous estates and brands as well as a raft of top-quality masterclasses aimed at Chinese buyers, confirming Vinexpo Shanghai’s international mission within the Chinese market.

Similarly, the Academy is reinventing itself and will be launching the e-Academy, with high-level content (masterclasses and conferences) rolled out during the exhibition but also relayed via Vinexpo's digital ecosystem in China and around the world. The system will allow remote presentations by prominent international experts to be hosted – they will be transcribed during and at the exhibition.

“Once again and more than ever, we are adapting to this very uncertain climate. In these challenging times, Vinexpo continues to ramp up its business opportunities and bespoke solutions to support recovery of business worldwide. Vinexpo Shanghai 2020, with this new digital solution, will mark the beginning of the recovery”, stresses Vinexpo CEO Rodolphe Lameyse.

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. Over nearly 40 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 comprehensive market studies on global wine and spirits consumption: the Vinexpo/IWSR report.



Vinexpo has obtained ISO 20121 certification. Vinexpo has introduced 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 Vinexposhanghai.com

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