

PRESS RELEASE
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THE PARISIAN VERSION OF 'WORLD WINE MEETINGS' BECOMES **WOW! MEETINGS**

World Wine Meetings Global, the business convention established in 1984, and the WOW! (World of Organic Wines) area, launched by Vinexpo in 2017, are joining together in response to steady growth in the global market for organic products. The result is the WOW! Meetings, two days of business meetings geared to the needs of the international organic community, which will take place on February 13 and 14, 2021, on the eve of Wine Paris & Vinexpo Paris 2021.

High expectations for organic products in France and internationally

In a global market where production and consumption of organic and biodynamic wines are constantly on the increase, the WOW! Meetings will bring together supply and demand under one roof. This unique location will fulfil the needs of producers and an increasingly diversified array of buyers. Major international buyers and European supermarkets, but also wine merchants and restaurants will benefit from ad hoc business meetings.

The WOW! Meetings – super-targeted business meetings

Producers of organic or biodynamic wines, or those in the final switch-over year will all be represented and the range of products will be extended to include beers, ciders, bulk wines and organic alcohol-free wines. The organising team will roll out its expertise to ensure each participant benefits from first-rate conditions – the venue is specifically equipped for the event; attendees are given a special welcome; the meetings schedules are tailored to individual needs; and there are multiple opportunities for additional networking. The meetings will be planned ahead of the event between producers taking part and qualified buyers, whose buying programmes have been clearly identified.

An unprecedented, seminal event for wine in Paris in February

The positioning of the WOW! Meetings will be extremely attractive and will champion the meaningful values specific to the organic market. Attendance at Wine Paris & Vinexpo Paris by major international buyers, along with a strong local presence by supermarket buyers, wine merchants and specialist restaurateurs who form an exceptional, close-knit fabric of businesses in Paris, will be powerful attributes underpinning the success of the WOW! Meetings. This unprecedented synergy will transform Paris in February into a major international gathering for the entire wine industry.

“Our challenge is to meet the needs of the industry and to align as closely as possible with its expectations. The challenge surrounding organic products is such that we felt compelled to create this dedicated business event. Organic is no longer simply a trend, but a full-fledged industry driver. The

Wow! Meetings will provide organic wines with a business meeting platform, on the eve of our major Wine Paris & Vinexpo Paris exhibition”, points out Vinexpo CEO, Rodolphe Lameyse.

Organic wines will also be showcased as part of the WONDERFUL programme during Wine Paris & Vinexpo Paris where producers will have stands and there will be opportunities to take the floor and host dedicated tastings. And the WOW! area will continue to form an integral part of Vinexpo events internationally.

The World Wine Meetings umbrella brand, which hosts business events worldwide, will continue to gain traction internationally and starting in 2022 will provide new events in markets with high potential for growth.

About the WORLD WINE MEETINGS

Organised by Comexposium, the WWM and its concept of business meetings offer a unique way to meet importers from the main purchasing regions over two and a half days. For over 30 years, this global prospecting tool has been executed in several cities around the world to serve the export needs of its community of producers.

About WOW!

WOW! World of Organic Wines is the Vinexpo area dedicated to the international range of organic and biodynamic wines. WOW! is a reflection of Vinexpo's determination to reach out to small and medium-sized wine companies by allowing exhibitors to take part in a prominent international event.

About VINEXPO and COMEXPOSIUM

Vinexpo Holding (owned by the Bordeaux-Gironde chamber of commerce - CCIBG) and Comexposium (the global events organiser) are in exclusive negotiations to join forces and create a new entity which will become the world's leading wine and spirits events organiser. The new company will manage a portfolio of 10 renowned and iconic events with a view to developing an expanded, renewed and high-performance range of events. The project has the whole-hearted support of all the wine marketing boards, Vinexpo's strategic council and the board of Wine Paris.

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