

VINEXPOSIUM.

Press release

COMEXPOSIUM AND VINEXPO HOLDING LAUNCH VINEXPOSIUM

14 September 2020 – Comexposium and Vinexpo Holding launched Vinexposium today. Vinexposium is jointly owned (50/50) by the two stakeholders and managed by Rodolphe Lameyse. The new leading global organiser of wine and spirits events aims to play a pivotal role between wine regions and international markets.

An industry first and a golden opportunity

Set against an economic climate impacted by the Covid-19 pandemic, along with ongoing geopolitical issues and changing markets, the creation of the new entity is a golden opportunity for the wine and spirits industry across-the-board.

Supported by the leading French wine marketing organisations, the boards of Vinisud and VinoVision Paris as well as the Vinexpo strategy council, Vinexposium meets the industry's need to promote itself proactively on the international stage.

The new company capitalises on Comexposium's expertise and global reach, as the world's third largest event organiser, and internationally renowned brand Vinexpo which specialises in organising wine and spirits trade events on the three main wine consuming continents. It will draw on France's excellence and expertise as the world's second largest wine producer and consumer and leading exporter by value to boost the industry's trade relations worldwide.

Vinexposium, fuelling excellence and generating business

Merging skills and expertise provides industry members with a key partner that has the ability to offer year-round support through a diversified eco-system of events, services and solutions aimed at maximising opportunities for engaging with others and doing business within the global wine and spirits industry.

"We will do everything in our power to ensure that Vinexposium is a preferred partner for industry stakeholders across-the-board in the coming years. The current crisis situation underscores the relevance of this alliance and makes Vinexposium an agile, resilient facilitator of global trade in wines and spirits. We constantly liaise with our clients and partners and are ramping up our ability to adapt and offer them as many opportunities as possible", stresses Vinexposium CEO Rodolphe Lameyse.

An agile partner

Vinexposium now encompasses a wide-ranging choice of high-performance events, geared to different market segments through its portfolio of 10 iconic, seminal events: Wine Paris & Vinexpo Paris, WOW! Meetings, Vinexpo New York, Vinexpo Hong Kong, WBWE Asia, Vinexpo Bordeaux, Vinexpo Shanghai, WBWE Amsterdam as well as Vinexpo Explorer and World Wine Meetings.

Faced with the unprecedented current climate, Vinexposium is also proving its ability to adapt and innovate through initiatives aimed at supporting trade and business between industry members worldwide, come what may:

- Launch of T@sting, a turnkey solution designed for producers who are keen to take part in an event but cannot attend in person,
- Creation of WOW! Meetings, a two-day business convention dedicated to the global organic community,
- Introduction of Vinexposium.Connect, a new range of online content, services and solutions, available 24/7 across the globe.

“By enhancing its expertise, Vinexposium is demonstrating its determination to support the industry and to provide backing for companies by enabling them to adapt, find solutions and grow their presence in international markets with high growth potential and thereby continue to meet their targets despite the changing economic and social climate”, concludes Christophe Navarre, Board Chairman of Vinexposium.

For more information, visit [Vinexposium.com](https://www.vinexposium.com)

About Vinexposium

Owned jointly (50/50) by Comexposium, a global event organiser, and Vinexpo Holding, owned by the Bordeaux-Gironde Chamber of Commerce and Industry - CCIBG, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium offers an enhanced range of high-performance events, tailored to different market segments, with a portfolio of 10 iconic and recognised events: WBWE Amsterdam, WOW! Meetings, Vinexpo New York, Wine Paris & Vinexpo Paris, Vinexpo Hong Kong, WBWE Asia, Vinexpo Bordeaux, Vinexpo Shanghai as well as Vinexpo Explorer and World Wine Meetings.

Press Office

camille.malavoy@vinexposium.com / +33 (0)6 31 00 50 41