

VINEXPOSIUM.

Press release

A NEW 2021 EVENTS CALENDAR FOR VINEXPOSIUM

5 November 2020 – In light of the ongoing health crisis and after consulting with industry representatives, Vinexposium is adapting its 2021 events schedule and postponing Wine Paris & Vinexpo Paris until 14 to 16 June 2021. The WOW! Meetings, the two-day business convention focusing on the international organic wine community, will also take place in June. Vinexpo New York, Vinexpo Hong Kong and Vinexpo Bordeaux have been postponed until 2022.

June 2021 in Paris, an unprecedented events highlight providing strong support for industry players

Wine Paris & Vinexpo Paris 2021, initially slated for February 2021, will take place from 14 to 16 June 2021. The event will still be held at Paris Expo Porte de Versailles and will feature a comprehensive range of French and international wine regions. An extensive networking programme will be available ahead of the event to maximise business opportunities.

The exhibition will also spill out into the French capital in the evenings through a momentous choice of off-site entertainment. **OFF BY WINE PARIS**, held in conjunction with the most inspiring on-trend Parisian restaurateurs and offering novel suggestions revolving around wine and food, will go hand in hand with the **INFINITE NIGHT**, which will turn the spotlight on evening events hosted by bartenders in establishments located across the City of Light.

“After discussions with all of our partners, we have reviewed our 2021 events calendar to reflect the ongoing situation and to provide the most appropriate response to industry needs. The new dates for Wine Paris & Vinexpo Paris in June 2021 reflect our desire to guarantee a successful event. Customer satisfaction is our priority which is why we are introducing exceptional conditions to support our customers’ business”, stresses Vinexposium CEO, Rodolphe Lameyse.

“In our opinion, postponing Wine Paris & Vinexpo Paris from February to June is good news. All these major events are now unfortunately contingent on the development of a vaccine. I am very confident that the situation will improve in June and I am looking forward to participating in Wine Paris & Vinexpo Paris again at that time”, comments Alexander Wendt, Purchasing Manager for Wein & Vinos in Germany.

Vinexposium.Connect, a burgeoning digital programme

The launch of Vinexposium.Connect during *Vinexpo Shanghai goes digital* in October resonated extremely well with the international Vinexposium community. With an audience comprising equal numbers of trade members from Asia, particularly China, Europe and America.

Vinexposium’s bulk-wine-centric event, the World Bulk Wine Exhibition, is also going digital and becoming WBWE connect. The digital format will be held from 23 November to 4 December 2020 and will offer a proper platform for producers and buyers from across the globe to engage with each other.

Vinexposium also continues to develop events on Vinexposium.Connect, with a rapid increase in the number of services and solutions.

“The current climate requires a new approach for Vinexposium, leading to an acceleration of digitalisation in order to maintain a close relationship with wine and spirits professionals around the world at all times. The new digital platform Vinexposium.Connect thus serves as an off-stage venue for the group’s international bricks-and-mortar events”, adds Christophe Navarre, Chairman of the Vinexposium board.

The next sessions hosted on Vinexposium.Connect will be available from the first quarter of 2021, starting with:

- The ‘CEO Talks’ which will feature a series of interviews of inspiring industry CEOs, delivering differing viewpoints on the current climate and prospects for the future,
- A conference organised by the FEVS providing an opportunity for discussion on the issue of ‘Exports and Covid-19: how can they co-exist?’,
- E-commerce sessions will be introduced, the first of them launched by Vivino, followed by Millesima,
- The third chapter in the ‘The New Normal’ webinar series, co-hosted by The IWSR and Vinexposium, will deliver a detailed and unprecedented analysis of the impact of the current crisis on the marketplace,
- ‘Three special days’ will be organised in February as a nod to Vinexpo New York, Wine Paris & Vinexpo Paris and Vinexpo Hong Kong, originally scheduled then. They will be market-focused with one day dedicated to the USA, another to European markets and a third day on the markets of Asia.

For more information, visit vinexposium.com

About Vinexposium

Owned jointly by Comexposium, a global event organiser, and Vinexpo Holding, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium embraces an enhanced range of high-performance events, tailored to different market segments, with a portfolio of 10 iconic and recognised 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.

Press Contact

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