

DIGITAL SETS THE TEMPO FOR WINE PARIS & VINEXPO PARIS IN JUNE

1st June 2021 – Wine Paris & Vinexpo Paris is bringing its global community together this year on Vinexposium Connect, Vinexposium group’s digital platform, before it returns to its physical format in February 2022. Ground-breaking events will be delivered live for all wine and spirits industry members and enthusiasts throughout June. Content will focus on the central theme of *Bouncing Back* and will cover enlightening topics designed to offer context-sensitive support for the wine and spirits community.

A month of events focusing on bouncing back

Wine Paris & Vinexpo Paris 2021 goes digital will be providing live sessions focusing on the upturn of the wine and spirits industry after a year-long pandemic. Webinars, round-table debates and exclusive interviews will go live every Tuesday (8, 15, 22 and 29 June) with sessions dedicated to the new major trends in the sector including online sales and the digital sprint, the tasting revolution and sustainability. All of these global trends will be dealt with in depth so that each and every industry member can utilise the insight for their own business. New on-demand content will also feed into Vinexposium Connect every Thursday in June.

First class partners to support the wine and spirits industry

Wine Paris & Vinexpo Paris 2021 goes digital will combine input from OIV (International Organisation of Vine and Wine) which has granted the event its patronage, the IWSR (International Wine and Spirit Research), ASI (International Sommeliers’ Association), La Wine Tech, Vinocamp, Vivino and Business France.

Key presentations will include input from:

- OIV, which will host a webinar on the guiding principles of sustainability – its environmental, social, economic and cultural aspects.
- The IWSR will present the results of its latest report on trends and outlook to 2025 for wine and spirits consumption.
- Marc Almert, ASI 2019 World’s Best Sommelier, will turn the spotlight on virtual tastings with ideas and tips for remotely stimulating the senses.
- Heini Zachariassen, CEO of Vivino, will take the floor to explain how his business tackled the health crisis and outline his strategic ambitions.
- Vinocamp & La WineTech will provide an overview of solutions for improving online sales, featuring good practice to make a success of e-commerce sales.

Wine Paris & Vinexpo Paris has put together this programme to continue to provide support for professionals in a situation that is challenging for every branch of the wine and spirits industry.

The full programme can be viewed at [Vinexposium Connect](#)



About Wine Paris & Vinexpo Paris

On the initiative of their founding wine marketing boards and partners, VinoVision and Vinisud were merged to create WINE PARIS (founded by COMEXPOSIUM and run by 13 French wine marketing boards). In 2020, its role was further enhanced when it partnered with VINEXPO, the creator of international events for the wine and spirits industry. Founded in 1981 on the initiative of the Bordeaux-Gironde Chamber of Commerce and Industry, Vinexpo has gained a unique understanding of the market along with an extensive network of influential distributors across the world.

About Vinexposium Connect

The Vinexposium Connect digital platform was created in autumn 2020 to coincide with Vinexpo Shanghai 2020, which was held in a digital format. Since then, it has continued to develop tools and content to provide support for industry members and wine and spirits enthusiasts across the world 24/7.

About Vinexposium

Owned jointly (50/50) by Comexposium and Vinexpo Holding, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium organises over 10 iconic, recognised events across the globe: Wine Paris & Vinexpo Paris, World Wine Meetings and the World Bulk Wine Exhibition – Amsterdam and Asia, Vinexpo Bordeaux, Vinexpo Hong Kong, Vinexpo Shanghai, Vinexpo India and Vinexpo America & Drinks America, as well as the events Vinexpo Explorer and WOW! Meetings.

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