

2021-2022: AN EVENTFUL SEASON AHEAD FOR VINEXPOSIUM

14 September 2021 – Vinexposium is boosting the recovery of the wine and spirits trade in the global arena by hosting seven in-person events over the next nine months. Economic activity is promising to resume and Vinexposium is readying to orchestrate a raft of pivotal business gatherings. The group will be travelling to today's and tomorrow's key markets to maximise interactions between wine and spirits producers from around the globe and qualified buyers. Drawing on its digital development and its long-standing support of the industry, Vinexposium is ready to help drive export sales for industry members through a complete roster of dedicated events.

Autumn

The group's next event, the **World Bulk Wine Exhibition (WBWE)**, which now embraces all wine and spirits categories, is due to take place in Amsterdam on November 22 and 23. It brings together all strands of the bulk wine industry, a segment which now covers 34% of wine exports across the globe (source: OIV 2021). **Vinexpo Shanghai**, scheduled from 20 to 22 October, will not be running due to health restrictions in China which do not allow Vinexposium to guarantee a high-performance return on investment for its clients. The end of the year will be marked by the launch of **Vinexpo India** from 9 to 11 December in New Delhi, which will be held concurrently with SIAL India. Vinexpo India's mission is to provide the spark for producers from around the world to establish relations with distributors and retailers in a high-potential growth market.

Winter

Wine Paris & Vinexpo Paris will be the first major international event of 2022 for the global wine and spirits industry. Highly anticipated for its ability to generate business meetings, it will take place from 14 to 16 February at Paris Expo Porte de Versailles and will bring together all of France's wine regions along with an extensive variety of international wine regions. The event is set to mark the return of in-person events within the industry. The following month, the destination is North America with **Vinexpo America** and **Drinks America** slated for 9 and 10 March in New York. The two co-located events will bring together the entire beverage alcohol industry. Vinexpo America will be exclusively aimed at wines, whilst Drinks America, a new addition to the Vinexposium calendar, will focus on spirits and all beverage alcohol.

Spring

Vinexpo Hong Kong, the strategic platform for business in South-East Asia, will be held from 24 to 26 May at the HKCEC for a three-day event where meetings, discoveries and engagement with importers, distributors, sommeliers and international producers will set the tempo. **Vinexpo Bordeaux** rounds off the season in June, once again flying the international flag across the city in a renewed format combining off-beat encounters, trade meetings and industry-consumer prospective insight.

“We are delighted to be rolling out for the first time under the Vinexposium banner, an events calendar packed with marketing opportunities! Through our seven forthcoming events, our clients will finally be able to get back to the in-person events that are absolutely essential for tasting and conviviality. 2022 will most certainly be a celebration, honouring business and the world of wine and spirits”, comments Rodolphe Lameyse, CEO of Vinexposium.

“With its events set to resume, Vinexposium is fully prepared to provide producers and buyers with support through its range of international business experiences. There is no doubt in my mind that going forward, the group will more than ever before offer a crucial source of business for the wine and spirits industry”, adds Christophe Navarre, chairman of the Vinexposium board.

An events calendar catering to each continent

- 22-23 November 2021: World Bulk Wine Exhibition (WBWE) in Amsterdam
- 9-11 December 2021: Vinexpo India in New Delhi
- 14-16 February 2022: Wine Paris & Vinexpo Paris
- 9-10 March 2022: Vinexpo America and Drinks America in New York
- 26-28 May 2022: Vinexpo Hong Kong
- June 2022: Vinexpo Bordeaux

The group is also preparing to ramp up its digital portal Vinexposium Connect to maximise the scope of its events and provide an even greater service to the industry 365 days a year, across the entire globe.

For more information, visit vinexposium.com

About Vinexposium

Owned jointly (50/50) by global events organiser Comexposium 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 brings together an extensive range of high-performance events catering to different market segments through its portfolio of iconic, recognised events: Wine Paris & Vinexpo Paris, Vinexpo America, Drinks America, Vinexpo Hong Kong, Vinexpo Bordeaux, Vinexpo Shanghai, WBWE Amsterdam, as well as Vinexpo Explorer and World Wine Meetings.

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