

# VINEXPOSIUM.

Press release

## 2022, AN INTERNATIONAL YEAR

*18 January 2022* – In 2022, Vinexposium is ramping up its international development with a line-up of events due to be rolled out across the continents, designed to engage with industry buyers in their home markets. The world's leading organiser of wine and spirits events continues to push its geographical boundaries by establishing a foothold in key new markets and by pooling its resources with those of its partners. The group is repositioning its brands on each continent to connect even more closely with major distribution regions and players through highly targeted trade events. This enables Vinexposium to provide support for wine and spirits producers from across the globe as they export their products to current and future consumer regions.

### The American and European continents

Just a few weeks after **Wine Paris & Vinexpo Paris**, the first major date on the industry calendar, Vinexposium heads off for the United States to host its events catering to the North American market, **Vinexpo America** and **Drinks America** on March 9 and 10. The two events will bring together every strand of the drinks industry in New York: Vinexpo America is exclusively wine-focused, and Drinks America, a new addition to the Vinexposium calendar, will be dedicated to spirits and to all beverage alcohol.

The group, which embraces every segment of the wine and spirits market, is then bound for Santa Rosa in California for the first **World Bulk Wine Exhibition USA** (WBWE USA) on 8 and 9 June 2022. The exhibition is reserved for the bulk wine industry, a segment covering 34% of wine exports by volume worldwide (OIV, 2021). The **World Bulk Wine Exhibition** (WBWE) will also return to **Amsterdam** on 21 and 22 November and will welcome 24 producer countries for its 14<sup>th</sup> iteration.

### The Asian continent

In a break with the past, Vinexposium has decided not to go ahead with Vinexpo Hong Kong in May 2022 in order to better focus on **Vinexpo China**, which will take place for the first time in **Shenzhen** from 31 October to 2 November. Vinexposium has strategically selected Shenzhen, one of the pivotal cities in the Greater Bay Area of Guangdong-Hong Kong-Macao, a key economic region for southern China. In Shenzhen, Vinexpo China will be co-located with SIAL China, which already has a presence in **Shanghai**, where Vinexpo China will return for another jointly held event in 2023 with a focus on consumer regions in northern China.

*“The synergy between Vinexposium and SIAL was tried and tested last year at Vinexpo India in New Delhi. Our alliance works extremely well in South-East Asia due to quality attendance which covers the complementary segments that are wines, spirits and food products. This offers genuine benefits for*

*our customers who we take to meet new buyers in attractive growth markets”,* comments Rodolphe Lameyse, CEO of Vinexposium.

## **The Indian continent**

Spurred on by its first successful experience in New Dehli, which confirmed the enthusiasm of the Indian trade, **Vinexpo India** continues to spread its wings in India where the potential number of legal age wine drinkers is estimated at 485 million (Italian Trade Agency, 2021). Vinexpo India is therefore launching a second event, co-located with SIAL India in **Mumbai** from 10 to 12 May 2022. India’s economic capital and major port of entry for international trade, Mumbai is a key city on the country’s West Coast. Vinexpo India will subsequently target the north Indian market with its 2<sup>nd</sup> exhibition in **New Delhi** from 8 to 10 December, thereby rounding off a very international year.

*“As its business shows robust recovery and several new events break ground, Vinexposium is resuming its mission of uniting wine and spirits producers and buyers internationally around a series of in-person, strategic events our industry has so sorely lacked”,* stresses Christophe Navarre, Chairman of the Board of Vinexposium.

## **2022 calendar of Vinexposium events**

- 14-16 February: Wine Paris & Vinexpo Paris
- 9-10 March: Vinexpo America & Drinks America, in New York
- 10-12 May: Vinexpo India, in Mumbai
- 20-21 June: ‘Act for Change’ Symposium, in Bordeaux
- 22-23 June: WOW! Meetings, in Bordeaux
- 8-9 June: (WBWE) World Bulk Wine Exhibition USA, in Santa Rosa
- 31 Oct. - 2 Nov.: Vinexpo China in Shenzhen
- 21-22 Nov.: (WBWE) World Bulk Wine Exhibition, in Amsterdam
- 8-10 Dec: Vinexpo India, in New Delhi

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

## **About VINEXPOSIUM**

Vinexposium is the world's leading organizer of wine and spirits trade events with a portfolio of iconic and recognized events. The group also leverages its digital portal Vinexposium Connect to maximise the scope of its events and enhance industry business 365 days a year, across the globe.

**Vinexposium Press Officer**

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