

Press release

WINE PARIS & VINEXPO PARIS 2022 32 PRODUCER COUNTRIES AND 20,000 VISITORS DUE TO ATTEND

26 January 2022 – Wine Paris & Vinexpo Paris has confirmed it will take place from 14 to 16 February 2022 and remains determined to reunite members of the wine and spirits industry in the best possible conditions. The figures for the first international wine and spirits exhibition of the year speak for themselves: with 2,800 exhibitors and constantly rising qualified visitor registrations (+10%/day), preparations are going ahead. 20,000 national and international visitors are due to attend with varied buyer profiles across market channels.

After a two-year absence, Wine Paris & Vinexpo Paris is eagerly awaited by wine and spirits professionals and plays a pivotal role in international trade at a key time in the buying calendar. Registrations by French and overseas trade members have soared since the event dates were confirmed. Over three days, distributors, restaurateurs, wine merchants, importers, wholesalers, bartenders and sommeliers from across the globe will visit the length and breadth of Wine Paris & Vinexpo Paris to engage with wine regions from the 32 countries taking part in the event.

FRENCH AND OVERSEAS VISITORS ON BOARD & QUALITY BUYERS

As proof of their interest for Wine Paris & Vinexpo Paris, the number of visitors registering for the event grows at an impressive daily rate of 10%. The current breakdown of visitor registrations shows that 58% are French and 42% internationals. The top 5 registered countries are Belgium, the Netherlands, the United Kingdom, the United States and Germany.

Trade exhibitors can expect a particularly high standard of visitors for the 2022 vintage of Wine Paris & Vinexpo Paris. As it stands, the main buyer groups are importers, wine merchants and brokers/sales agents. 79% of registration requests come from trade buyers – including 16% wine merchants and 8% from the hospitality industry – and 75% of registered visitors are involved in the buying decision process.

A 2022 EXHIBITION IN FULL COMPLIANCE WITH SAFETY RULES

Ongoing safety arrangements will be executed with utmost rigour to ensure the event runs seamlessly while providing the comfort and conviviality expected by attendees. Measures include required proof of vaccination (vaccination pass for EU countries / full course of vaccination for non-EU countries, with presentation of a negative antigen test less than 24 hours old), along with mandatory face coverings. Digital access badges (e-badge) will be favoured and an enhanced cleaning process will be used in every area throughout the three-day event.

These conditions will enable all attendees to fully benefit from the extensive range of features at the 2022 exhibition, which will be punctuated by key areas and headline events. The [programme](#) has been designed to offer all industry members an optimised in-person experience with numerous high quality masterclasses and tastings, multi-format talks by experts and inspiring personalities and popular themed areas – *Be Spirits* will honour spirits and mixology, *Wine Tech Perspectives* will allow attendees

to dive deep into the heart of innovation and digitalisation in the industry and *La Nouvelle Vague* will highlight young winemakers and talents.

Across the French capital, facilities and venues are all-set to welcome the event's participants. Transportation, hotels, bars and restaurants are open and Wine Paris & Vinexpo Paris is poised to reveal its selection of over 80 partner bars and restaurants to continue the experience after dark in every Paris neighbourhood.

“With three weeks to go before the exhibition opens, we are putting all our energy into delivering the event the industry is expecting. We are leveraging all our resources to bring in key international buyers and make Wine Paris & Vinexpo Paris an amazing event in every respect”, adds Rodolphe Lameyse, CEO of Vinexposium.

Vinexposium's teams have a good handle on the development of the health situation and government regulations to ensure the event is a success.

For more information, please visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

Wine Paris & Vinexpo Paris is the annual event for wine and spirits professionals from around the world. Hosted in February at a key time of the year, it aims to offer a cohesive focal point for industry players centring on a comprehensive, relevant and inclusive range of products that showcases not only French wine regions, but increasingly vineyard sites across the globe.

About VINEXPOSIUM

Vinexposium is the world's leading organizer of wine and spirits trade events with a portfolio of iconic and recognized events and digital solutions available 365 days a year on Vinexposium Connect.

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