

VINEXPO ASIA MOVES TO SINGAPORE IN 2023

30 May 2022 – Vinexposium is changing the location of its flagship event in Asia-Pacific and has chosen the city-state of Singapore to host Vinexpo Asia starting in May 2023. The group intends to take a break from Hong Kong, which hosted Vinexpo Hong Kong for 20 years until 2018. With a new name echoing its broader scope, Vinexpo Asia is returning to the region to maximise its influence.

Vinexpo Asia will take place in Singapore from 23 to 25 May 2023 in the heart of the iconic Marina Bay Sands. The new venue has been chosen to perpetuate the event's success and address the same region as the group's previous event in Asia-Pacific, with the added appeal of Singapore as a growing business hub. Vinexpo Asia will focus entirely on wines and spirits and now becomes an annual event in the group's portfolio.

Vinexpo Asia intends to play an influential role in the international arena starting in 2023, with attendance by 1,000 to 1,200 exhibitors from across the globe. Vinexposium is renewing its strong commitment to Asia-Pacific to secure its position as a key business platform in a region where wine and spirits imports are increasing. The latest research by the IWSR for Vinexposium forecasts an annual rate of overall growth of 1.5% by 2025 in Asia-Pacific, which is higher than the forecast for Europe, estimated at 1.4%.

"There is currently strong demand among our exhibitors to return to Asia in the best possible conditions. Singapore stands out as an obvious choice for serving the interests of the entire Asia-Pacific region and act as a magnet, not only for Chinese clients, but also Australians, South Koreans, Thais, Japanese and Vietnamese, to name a few", comments Rodolphe Lameyse, CEO of Vinexposium.



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 draws on its digital portal Vinexposium Connect to maximise the scope of its events and serve the industry's business interests across the globe 365 days a year.

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