



Press release

THE VINEXPO MEETINGS PROVED A POPULAR HUB FOR BUSINESS

Bordeaux, 4 July 2022 – Organised by Vinexposium on 22 and 23 June 2022 at Hangar 14 in Bordeaux, the Vinexpo Meetings gathered over 170 professionals representing 19 nationalities for a series of business meetings focusing on environmentally-certified wines.

The initiative by Vinexposium provided the first trade event entirely dedicated to certified wines in an exclusive, rigorous B2B format. The 39 producers taking part met 132 French and international buyers through 614 meetings pre-scheduled ahead of the event on Vinexposium Connect, the group's digital portal. One in two buyers travelled from abroad to meet producers from European countries such as Italy, represented by 17 wineries, France and Portugal.

"I was delighted to take part in a well-organised business convention with pre-scheduled meetings, making numerous first contacts that look promising. Also, the quality of the wines was remarkable", comments Mike Taylor, importer and head sommelier for Vernazza in Mexico.

"I really enjoyed the format of the Vinexpo Meetings, a very worthwhile initiative by Vinexposium. Through the event, I was able to discover small estates and I found the attending producers highly receptive. I left having made contacts that will culminate in sales agreements", stresses Juan Manuel Bellver, director of LAVINIA Spain.

The producers also expressed their satisfaction after two busy days of business meetings

"The business convention format in an intimate setting is the event's real strong point. I was also pleasantly surprised that American, Mexican and Chilean buyers travelled to the event, paving the way for some great encounters and export opportunities", recounts Maxime Weymeels, business development manager at Château du Bernat.

"The Vinexpo Meetings genuinely bring you closer to clients and facilitate meetings during the networking sessions. One thing that particularly struck me was the quality of the buyer contacts who are very business-focused and have very specific purchasing plans. Through this event, I realised there was a genuine interest in Italian wines in France", points out Christian Mouthuy, from the Cupiroso winery in Italy.

Discover global trends

[Watch here](#) the presentation by Jean-Philippe Perrouty, Director at Wine Intelligence France to find out more about global trends and opportunities for sustainable and alternative wines.

View [Day 1 photos here](#) and [Day 2 photos here](#)

[More information on the Vinexpo Meetings website](#)



About BORDEAUX WINE WEEK

Bordeaux Wine Week is a ground-breaking, cohesive event launched by the CCIBG (Bordeaux Gironde Chamber of Commerce and Industry), the CIVB (Bordeaux Wine Marketing Council), the OTCBM (Bordeaux Conurbation Tourist Information and Convention Office), Vinexposium, the UGCB (Union des Grands Crus de Bordeaux) and the Cité du Vin, and supported by the Bordeaux City Council, Bordeaux Conurbation Authorities and the New Aquitaine Regional Council.

About VINEXPOSIUM

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

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