

VINEXPOSIUM.

Press release

VINEXPOSIUM 2022-2023, JUST ASK FOR THE PROGRAMME!

10 October 2022 – After delivering on its commitment to hold 9 events since the end of 2021, Vinexposium is consolidating its major annual exhibitions whilst also continuing to expand in markets with sound business potential. The line-up features 9 in-person events for the wine and spirits trade over the next twelve months in the international arena, with an even greater determination to partner with the entire wine and spirits industry across the globe. The group is preparing to support export activities between producers and buyers worldwide with a schedule of events targeting specific consumer regions.

Headline events

The **World Bulk Wine Exhibition (WBWE)** is the first major event on the calendar and will bring together bulk wine industry professionals in Amsterdam on November 21 and 22. It will feature bulk spirits, rice distillates, brandy, Cognac, tequila, bourbon, rum and many others that will get the opportunity to enhance their international credentials alongside every category of bulk wines, from premium and appellation offerings to fortified and alcohol-free wines, including large consignments.

Wine Paris & Vinexpo Paris, the first major international exhibition of 2023, will take place from 13 to 15 February at Paris Expo Porte de Versailles with increased attendance by international businesses, alongside all the French wine regions.

On 8 and 9 March 2023, New York gets its share of the limelight with the group's two events focusing on the North American market: **Vinexpo America** and **Drinks America**. The first is reserved for wines whilst the second will host all beverage alcohol, including spirits.

And from 23 to 25 May 2023 Vinexposium returns to Asia-Pacific with the landmark **Vinexpo Asia** exhibition scheduled to take place over 3 days at the Marina Bay Sands, Singapore's iconic convention centre. Over 1,000 exhibitors are due to attend and capitalise on the region's surge in trade.

New developments

Capitalising on its 4 pivotal events, Vinexposium continues to position its brands by continent in order to reach out to major distribution players and provide support for its customers in burgeoning markets.

The success of the first **Vinexpo India** exhibitions, held jointly with SIAL India, have made them the go-to event for the Indian trade. Vinexpo India will therefore return from 1 to 3 December in **New Delhi**, covering the entire northern part of India whose sphere of influence exceeds 366 million consumers.

Vinexposium will also be opening up a route to market for its clients in another high-potential market by hosting the **Vinexpo Meetings** in **South Korea** from 4 to 6 October 2023. The Vinexpo Meetings format is an ultra-qualified business convention focusing entirely on buyers from the region. Each attendant confirms their buying intentions ahead of the event with pre-scheduled appointments confirmed beforehand by registered producers.

The bespoke events

Vinexposium is also committed to organising tailored events, and first off is a new international edition of the **Symposium**, on 19 and 20 June 2023 in Bordeaux. It comes off the back of a successful 2022 symposium where professionals representing 17 nationalities took part. The Symposium's mission is to give industry members time to sit back and take stock in order to think more clearly about the issues they face. Designed as a kind of interlude, it offers a slate of forward-looking discussions on the future for wines and spirits.

The group is also once again rolling out its immersive event in a producer region, holding the 4th iteration of **Vinexpo Explorer** from 17 to 20 September 2023 in Quebec. This new chapter in the event's history will be the first to focus on spirits and will showcase Quebec's craft distilleries. Reserved for a selection of international buyers, Vinexpo Explorer will help write a new story of trade between the prominent buyers invited and Quebec spirits producers who will be organising an extensive programme of tastings, visits to craft distilleries, dinners and business meetings.

"Our new calendar of Vinexposium events highlights our strong pledge to the future, as much through our core events that form the basis of our business as through each gathering designed for tomorrow's consumer regions", comments Vinexposium CEO Rodolphe Lameyse.

"I would like to commend the efforts of the Vinexposium group which, through this robust programme of events, continues to gain traction and devise new ways of providing business gatherings that are essential for growing the wine and spirits industry in major international markets", adds Christophe Navarre, chairman of the board of Vinexposium.

An international tour

- 21-22 November 2022: World Bulk Wine Exhibition (WBWE) *in Amsterdam*
- 1-3 December 2022: Vinexpo India *in New Delhi*
- 13-15 February 2023: Wine Paris & Vinexpo Paris
- 8-9 March 2023: Vinexpo America & Drinks America *in New York*
- 23-25 May 2023: Vinexpo Asia *in Singapore*
- 19-20 June 2023: Symposium *in Bordeaux*
- 17-20 September 2023: Vinexpo Explorer *in Quebec*
- 4-6 October 2023: Vinexpo Meetings *in South Korea*

The group also continues to enhance its digital portal **Vinexposium Connect**, the high-performance business enabler where industry members can connect 365 days a year around the world and enjoy online networking and exclusive content.

For more information, visit vinexposium.com

About Vinexposium

Vinexposium is the world's leading organizer of wine and spirits trade events. The group boasts an extensive portfolio of iconic, high-performance events tailored to different market segments: Wine Paris & Vinexpo Paris; Vinexpo America, Drinks America; Vinexpo Asia, Symposium; Vinexpo China; WBWE Amsterdam; WBWE America; and Vinexpo India, along with Vinexpo Explorer and Vinexpo Meetings.

Vinexposium Press Officer

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