



A MUCH-AWAITED RETURN TO ASIA

From 23 to 25 May, Vinexposium is staging a major comeback in Asia with Vinexpo Asia in Singapore, one of the four Asian dragons. The industry's largest BtoB event is all-set to gather wine and spirits professionals for a three-day 100% business reunion in the very heart of the Asia-Pacific region.

In the unique setting of the Marina Bay Sands, Sands Expo & Convention Centre, Vinexposium will be showcasing all the unique features that make it a potent player worldwide: an inclusive event for the wine and spirits industry attended by 1,000 international exhibitors poised to welcome the 8,000 visitors due to attend.

Mirroring the international momentum successfully created by the Vinexposium group around the world, Vinexpo Asia is travelling to Singapore for three outstanding days of engagement and business meetings in the heart of this promising market.

INTERVIEW





After a 4-year absence, can you tell us what to expect from Vinexpo Asia 2023?

Vinexpo Asia 2023 is an event where people will be able to reunite. It's an amazing opportunity to see each other and get acquainted again! After 4 years marked by COVID-19 and the absence of any major event in the Asia-Pacific region, Vinexpo Asia is occurring at a pivotal moment for the resumption of international trade.

Vinexpo has a presence in the region spanning over 20 years with the first Vinexpo Asia held in Hong Kong in 1998, giving the event genuine credentials. It has become popular, trustworthy and legitimate for the entire wine and spirits industry. It is now a major strategic event that is vital for all global stakeholders, bringing together buyers, importers and sommeliers from the growth markets across Asia.

Has the decision to locate the event in Singapore this year been properly understood?

The challenge very quickly became an obvious choice because Singapore is now one of the gateways into Asia. Its strategic location makes it a hub of regional and global trade and its business model revolves, among other things, around a very open-minded approach to international trade.

Our desire to be a part of this movement and to benefit from this dynamic sales environment is fully understood by our customers. Singapore was the best opportunity we could offer them in 2023, at a key time for returning to Asia.

Also, hosting the event in the unique, iconic setting of Marina Bay Sands, in the heart of Singapore, is pivotal to the success of Vinexpo Asia 2023. The convention centre, which combines elegance and efficacy, is the ideal venue for a world class event such as ours.

Hence, to date, Vinexpo Asia is already at 90 % capacity.

Which exhibitors have already registered?

Vinexpo Asia 2023 will bring together nearly 1,000 exhibitors and 35 different countries will be represented.

Obviously, France will be attending in numbers with all of its wine regions present but the exhibition will also welcome many international pavilions like Argentina, Australia, Chile, the United States and Italy. Spain, China, Portugal, Germany, Austria, South Africa, Switzerland, Japan, Aruba, Ireland, New Zealand, the United Kingdom, Israel, Canada, South Korea, Romania, Thailand and Finland will also be represented. Vinexpo Asia will thus provide the opportunity to discover new wines and spirits and to meet producers aiming to establish a foothold or develop their presence in Singapore and across the whole of Asia.



How many visitors do you expect to attend?

8,000 visitors are due to attend Vinexpo Asia 2023 from 23 to 25 May, primarily from China, South Korea, Malaysia, Indonesia, Japan, Thailand and Vietnam.

They are local decision-makers, executives and managers of the largest import companies, wholesalers, hoteliers / restaurateurs, wine merchants and e-tailers. The vast majority of them are directly involved in selecting and purchasing wines and spirits. Vinexpo Asia is therefore a unique opportunity to establish and maintain robust relationships in a major region for business.

Do you offer any particular programmes for hosting buyers?

We provide a CLUB programme with a host of privileges and services granted to the largest industry buyers. We also implement solutions to facilitate attendance by very specific buyers from a selection of countries. For Vinexpo Asia, this is true of Australia, New Zealand, Hong Kong, Taiwan, Macau, China, South Korea, Malaysia, Indonesia, Japan, Thailand, Vietnam, the Philippines, the Middle East and India.

We also provide all buyers with **turnkey business solutions** to help them prepare their visit to Vinexpo Asia: pre-scheduled online appointments ahead of the event, mobile application, online catalogues and programme.

Vinexpo Asia is also renowned for its wide-ranging content. Can you tell us more about the highlights of this year's event?

Vinexpo Asia will be providing one of the most varied and prestigious programmes in the world as part of the **Vinexpo Academy.**

It will include **masterclasses**, of course, and the **Major Tasting by the Union des Grands Crus de Bordeaux (UGCB)** along with **conferences** hosted by prominent international experts.



Other very popular highlights on the programme include the **Battle of the Sommeliers and the Vinexpo Challenge**, organised in conjunction with the **International Association of Sommeliers (ASI)**, along with the conference conducted by **The IWSR** on consumer trends in the major markets of Asia.

Lastly, through the alliance established between Vinexposium and Bettane + Desseauve to promote the global reach of the international wine and spirits industry, the Grand Tasting will be held the day before the exhibition opens. This festival of fine wines, which has now become a key event, will add to the appeal of Vinexpo Asia by welcoming attendance by enlightened wine enthusiasts on Monday 22 May from 3 pm to 10 pm.

As you can see, we have very high ambitions for the latest Vinexpo Asia. The entire Vinexposium team and myself are delighted to be able to host an event of this magnitude in Asia and build on the resounding success of Wine Paris & Vinexpo Paris in February of this year.

This event offers the entire industry an opportunity to connect, share and enjoy a mutually enriching experience at a key time and in a positive, dynamic spirit!



By locating the exhibition in Singapore, a strategic crossroads for international trade, Vinexpo Asia reaches out to leading growth markets like Australia, South Korea, China and Hong Kong, Taiwan, Thailand, Vietnam, Malaysia, the Philippines, Singapore, Indonesia, New Zealand and Japan. Although each market has its own specific features, consumption of wines and spirits and the interest shown by the Asian public continue to increase, particularly in the premium category.

Fuelled by free trade agreements, **Singapore**, the world's second largest commercial port, acts as a focal point that is very conducive to trade. The city-state represents a very attractive market in its own right with a CAGR for 2021-2026 of 3.8 % for the beverage alcohol industry*. Singapore is also Asia's most buoyant region for the premium segment (42 % of sales). The cocktail and gourmet food scene there is particularly creative and dynamic, due to the remarkable network of bars and restaurants, many of which now feature among the world's top 500.



Likewise, **China,** Asia's leading economic power and the world's top red wine consumer for the past 10 years, has shown increased interest in wine over the past few decades, fuelled by the growth of the middle classes and consumer demand. This is borne out by the future Universal Wine Museum, due to open in Beijing in May 2024. Current noteworthy trends include the role of e-commerce, which plays a pivotal part in volume sales mainly due to new platforms like TikTok, Xiao Hong Shu and Pin Duo Duo. Also, premiumisation is favouring imported products.

Another partner within this free trade area is **Japan**, where fine wines continue to have a strong following, but more everyday wines are also growing, particularly among young consumers. Similarly, the Japanese are developing a new cocktail culture and appetite for Ready-to-drink beverages (RTDs).

In South Korea, where beer and spirits like soju are still the most popular alcoholic beverages, wine has successfully gained a foothold. Consumption is showing strong growth, particularly among women and the younger generations, who willingly turn to wines offering good value for money. South Korea's wine imports are posting outstanding growth, surging by 69% by value in 2021*.

Another prominent wine nation is **Australia**, which ranks 11th among wine consumer countries with a population of 25.7 million. Australians still have a soft spot for French wines, which lead the way for imports, ahead of New Zealand, with 20.2 m litres imported worth €267 m and a market share of 43.5 % by value**.

In Asia, the market for wines and spirits is expanding with increased demand for high quality imported products.

^{*}IWSR-Vinexposium research

^{**}Business France

AN INITIATIVE LEAD BY 3 POWERFUL ORGANIZATIONS





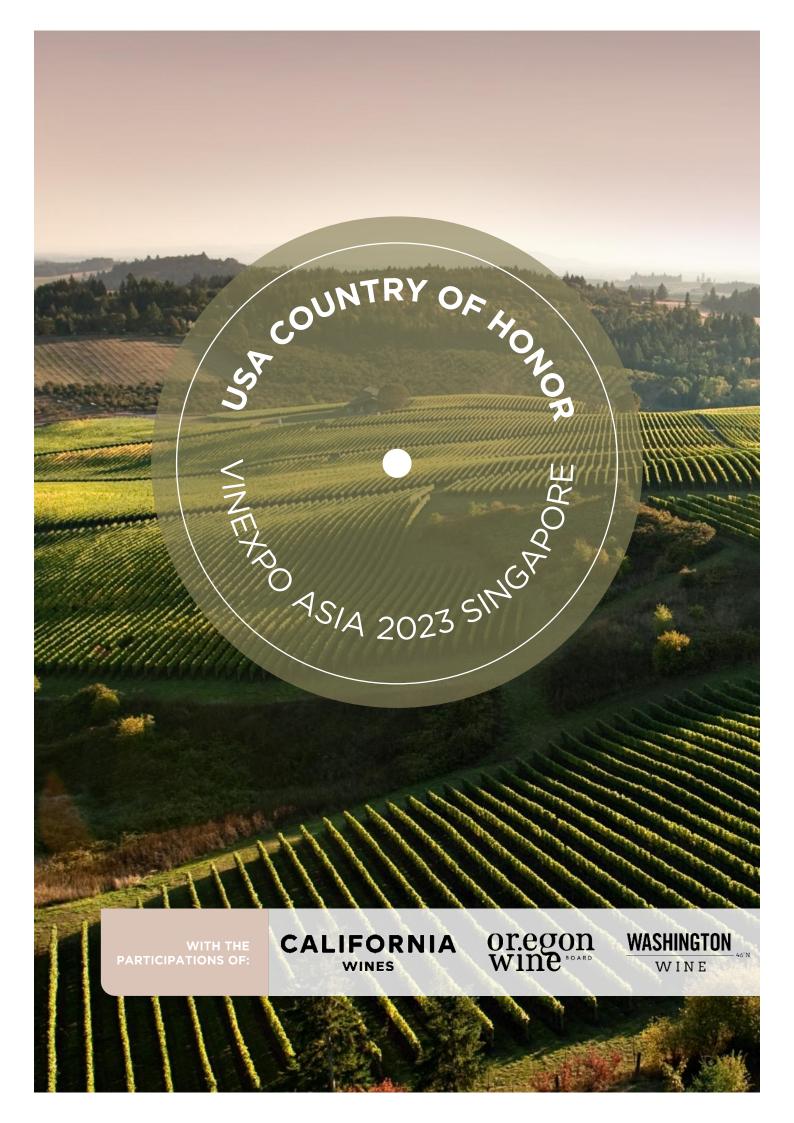


- CALIFORNIA: 615,000 acres of winegrapes | 147 American Viticultural Areas | 4,800 wineries | 5,900 growers | 110 winegrape varieties | 279,3M cases sold each year | California has a deep commitment to and leadership in sustainable winegrowing practices.
- **OREGON:** 41,889 acres of winegrapes | 23 American Viticultural Areas | 1,058 wineries | 1,411 growers | 72 winegrape varieties | 5,3M cases sold each year.
- **WASHINGTON**: 60,000+ acres of winegrapes | 20 American Viticultural Areas | 1,050+ wineries | 400+ growers | 80 winegrape varieties | 17+M cases sold each year.

A collective approach to promote the diversity of wines from the western United States in Asia

AN EXCLUSIVE PROGRAM DURING VINEXPO ASIA

- A jointly organized pavilion representing the diversity of wines from California, Oregon and Washington regions.
- 4th exhibiting country on the tradeshow.
- 6 masterclasses scheduled every morning and moderated by 2 top personalities of the industry: Elaine Chukan Brown, American wine writer | Evan Goldstein, Master Sommelier and journalist.
- A dedicated onsite reception dedicated to journalists, VIPs and top-buyers organized on the Lounge.



Through the **Vinexpo Academy**, Vinexpo Asia provides a high-level programme drawing on a range of formats and experts from across the globe to promote learning, inspiration, tastings and conversations at the exhibition.

Masterclasses, Conferences and Major Tastings set the tempo for an exciting line-up which includes masterclasses by Catena Zapata, the famous Argentinean estate in the foothills of the Andes in the heart of the Mendoza wine region, and by the Wines of Western Australia Association which will explore its regional wineries; the Battle of the Sommeliers, where professionals from the international sommelier scene compete at a one-of-kind tasting session; the Major Tasting by the Union des Grands Crus de Bordeaux, an opportunity to discover the full variety of Bordeaux wines; and the Vinexpo Challenge, the unique signature event which will be hosted by the 2023 Best Sommelier of the World, Raimonds Tomsons.



THE MASTERCLASSES

The Masterclasses are a full-fledged space for learning about the world of wines and spirits, allowing attendees to access learning, develop skills and take a deep dive into the variety and specific features of the different wine regions and wines. They will be hosted by some of the world's most knowledgeable international experts.

Events taking place at the exhibition include:

- A masterclass by Gambero Rosso, the famous Italian guide. Marco Sabellico and Lorenzo Ruggeri, the editor-in-chief and co-editor-in-chief of the 2023 Vini d'Italia guide, will present 12 wines that were awarded top accolades.
- A masterclass 'Seña: the creation of iconic wines' hosted by Juan Carlos Pagola, director of Seña, and Julien Pourtier, Seña's regional director for Asia-Pacific. A vertical tasting showcasing the development of Seña, the prestigious, iconic wine from Chile, will feature 8 emblematic vintages from the Aconcagua Valley. Wines presented: Seña 1998, 2002, 2009, 2011, 2015, 2016, 2017, 2020.
- A masterclass by La Compagnie des vins de Bordeaux et de la Gironde, which holds major allocations of the top Bordeaux properties, will present the region's wines in their most unusual light.
- For the first time in Asia in 2023, the **Wine and Spirit Education Trust (WSET)** will host a masterclass to support education for wine and spirits professionals.
- Six masterclasses by the California Wine Institute (CWI) will address themes such as Lodi Red, the Californian red wine, new trends and sustainability and the Chardonnay grape variety in California. The masterclasses will be hosted by Evan Goldstein, the famous author of the Master Sommelier, and American wine writer Elaine Chukan Brown
- The iconic masterclass curated by Wines of Australia.
- And masterclasses by Austrian wine, Catena Zapata, the Sakura Awards, Les Domaines Barons de Rothschild (Lafite) Distribution and Riedel

THE MAJOR TASTINGS

These tastings allow visitors to discover the finest wines from a particular region, curated by an expert.

- The Major Tasting by the Union des Grands Crus de Bordeaux (UGCB) will feature stellar properties from among the 130 classified chateaux for a presentation of the 2020 vintage where over 100 Bordeaux Grands Crus will be showcased.
- The Italian guide Gambero Rosso joins Vinexpo Asia to present its top event 'Gambero Rosso Tre Bicchieri World Tour' and host a major tasting of the most highly awarded wines in the 2023 Vini d'Italia guide. The tasting will feature a selection of premium Italian wines from the northern tip of the country to its most southerly areas, allowing attendees to explore emerging wine regions, native grape varieties and the most traditional labels.

THE TOP HIGHLIGHTS

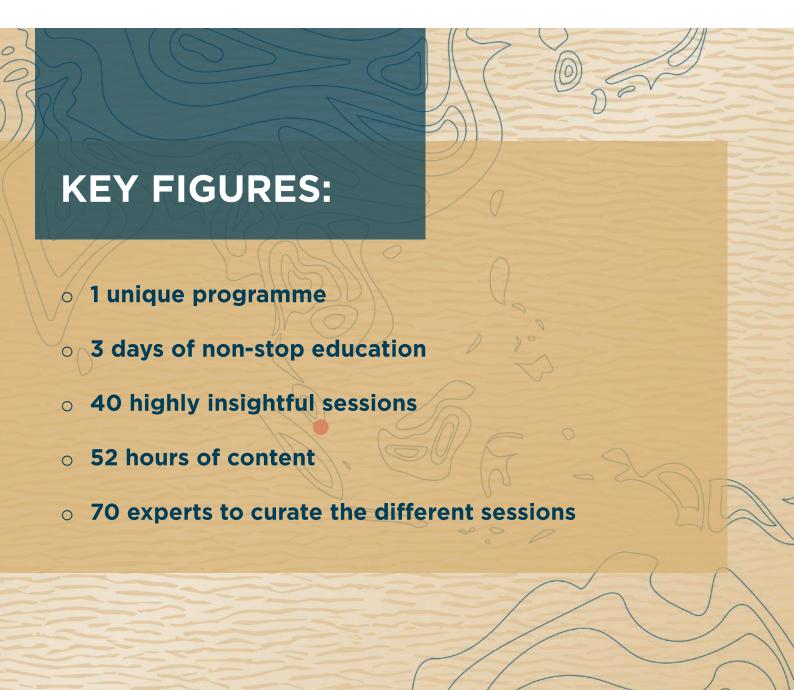
Organised by Vinexposium, the highlights will bring unique events to the Vinexpo Academy.

- The Vinexpo Challenge, in conjunction with the ASI (International Sommelier Association), will have the honour of being hosted by Raimonds Tomsons, recently crowned 2023 Best Sommelier of the World. For 1 hour, participants will be invited to test their knowledge and get a preview of some outstanding wines.
- The Battle of the Sommeliers for the first time in Singapore with Mason Ng (ASI 2022 Best Sommelier for Asia & Oceania), Chuan Ann (Malaysian semi-finalist at the Best Sommelier of the World competition) and Le Hoang Khanh Vi (Best Sommelier of Vietnam, also ranked as the Best Asian Sommelier in the 2023 Best Sommelier of the World competition).
- The IWSR conference on consumer trends in the leading Asian markets, moderated by Sarah Campbell (IWSR Research Director for APAC).

AWARDS CEREMONIES

Vinexpo Academy will also welcome leading awards ceremonies.

- British media The Drinks Business will celebrate its **Drinks Business Asian Awards,** due to make a major come-back in Asia.
- Swedish media Star Wine List will present the first selection in Asia
 of its famous competition, Star Wine List of the Year, which
 rewards the best wine lists by product category with a panel of the
 World's Best Sommeliers.



THE ENTIRE INDUSTRY TRAVELS TO ASIA

As a meeting point and space for business conversations, Vinexpo Asia 2023 will be marked by **major attendance by international exhibitors** (65% of exhibitors), many of them from **the New World, alongside French attendees (35 %).**

The presence of large international pavilions, like those of **Italy, the United States, Australia, Argentina, Chile, Singapore and France,** underscores the trend.

Exhibitors at Vinexpo Asia include, for **Argentina**, Grupo Peñaflor, Familla Zuccardi and Catena Zapata; for **Spain**, Vicente Gandia, Gonzalez Byass, Bodega Baron de Ley and Manzanos Wines; for **Chile**, Montes Wines; for **South Africa**, DGB; for **Australia**, Casella Family Brands and Treasury Wine Estates; for **the United States**, Jackson Family Wines; along with **New Zealand's** Booster Wine Group; **Germany's** Henkell & Co. Sektellerei KG; and **Italy's** Tenute Piccini, PONTE 1948.



France will also be turning the spotlight on its wine regions, with **Champagne:** Nicolas Feuillatte; **Beaujolais:** Georges Duboeuf and Maison Jean Loron; **Burgundy:** Badet Clément and Louis Jadot; the **Rhone Valley:** Michel Chapoutier and Domaine Paul Jaboulet; **Languedoc-Roussillon:** Domaines Paul Mas and Gérard Bertrand; **Bordeaux:** ADVINI, a major player in Bordeaux representing numerous estates and wine companies in France and in South Africa, and the fine wine negociants Duclot, Ulysse Cazabonne, Castel Frères and Maison Joanne.

Other alcoholic drinks that can be found at the exhibition include: sake, beer, tequila, calvados, cognac, umeshu, brandy, vodka, whisky, rum, arak and hard tea from around the world (France, Japan, Australia, Thailand, United Kingdom, Singapore, Switzerland, United States, Romania, Israel, Ireland, China).

Visitors are also readying to attend and are extremely enthusiastic about the major return of Vinexpo Asia to the region:

Vinexpo is an excellent and very well-organised fair with very high standards. As a professional wine e-commerce company in China, we have to attend Vinexpo Asia in Singapore and look forward to meeting the wine and spirits industry there", Song Jin, General Manager of WAJIU China, BtoB e-commerce platform and one of the largest importers in China.

We are glad to hear about the Vinexpo Asia edition and we are planning our trip already. Vinexpo is a great fair and very useful for our company to meet existing and new suppliers. It will be good to catch up with them after all these years without travelling because of Covid", Teiva Couraud, Procurement and Overseas Logistics Manager for Omtis Fine Wines, Hong Kong.

Good spot for all of us working in Asia only a few hours away. Superb airport, good transportation within the city-state. Maybe the new Hong Kong?", Bence Petho, buyer for Valentine VM Wines CO. Ltd, Thailand.

About Vinexposium

Vinexposium brings together every strand of the wine and spirits industry to design a variety of relevant formats, all year round, across the globe. By gathering exhibitors and visitors a year at a range of 10 events and within its community 24/7 on vinexposium 365.com, Vinexposium is the industry's ally and is dedicated to its marketing development.

Vinexposium, creating momentum.

About Vinexpo

Vinexpo is an international brand of the Vinexposium group. With an international presence spanning 40 years, it now brings together wine and spirits professionals on 4 continents all year round. In 2023, Vinexposium will hold 7 Vinexpo events with exhibitions in Paris, New York, Singapore and New Delhi and business conventions in Quebec, Rioja and Seoul.

Practical information:

OPENING TIMES

Tuesday 23 May | from 10am to 6pm
 Wednesday 24 May | from 10am to 6pm

Thursday 25 May from 10am to 5pm

ADDRESS

Marina Bay Sands, Sands Expo & Convention Center 10 Bayfront Avenue, Singapore 018956

Official event website:

https://vinexpoasia.com/

Vinexpo Academy programme:

https://vinexpoasia.com/programme

Registrations:

Complimentary badge reserved for wine and spirits professionals

Online registration HERE

PRESS badge for journalists and influenceurs subject to accreditation by the press office.

Social media:

https://www.facebook.com/Vinexposium
https://www.instagram.com/vinexposium/
https://www.linkedin.com/company/vinexposium/
https://www.youtube.com/c/Vinexposium
https://twitter.com/vinexposium

Visuals available here:

https://public.joomeo.com/albums/640ed4b81fb61

