

VINEXPO ASIA MADE AN IMPRESSION

*Vinexpo Asia 2023 exceeds expectations,
elevating the wine and spirits industry in Asia*

Singapore, May 25, 2023 – Vinexpo Asia, the leading international tradeshow for the wine and spirits sector in Asia, concluded its highly anticipated event from May 23 to 25 in Singapore. It exceeded expectations with a highly qualified attendance, substantial business generation, and unparalleled knowledge sharing, solidifying its position as the premier gathering for industry professionals in the region.



Photo credit: Richard Koh

QUALITY ATTENDANCE SETS NEW STANDARDS

Vinexpo Asia 2023 witnessed an impressive turnout, with a remarkable and diverse 9,989 professionals hailing from 64 countries (Top-5 visiting countries being Singapore, China, Malaysia, Vietnam and Thailand). The event attracted top-quality buyers, 80% of which have trade and retail activities in the region, providing exhibitors with many business opportunities (Top-5 exhibiting producers being France, Italy, Australia, USA and Spain), whereas 20% were from media, education and institutional organizations. Highlighting its significance on an international scale, the tradeshow also welcomed prestigious institutional visits, including Ambassadors and High Commissioners from 19 countries, featuring the USA, Vinexpo Asia 2023's country of honor, with the presence of Mr Jonathan Kaplan, Ambassador of the USA to Singapore, and the Ambassador of France to Singapore, Mrs Minh di Tang.

"Vinexpo Asia has been great for the exposure of US wines. The quality of the visitors was truly amazing. The entire US area has been busy throughout. We have made a lot of promising contacts from many countries in Southeast Asia. We are proud to have been part of the country of honor this year", said Christopher Beros, Director, Great China and Southeast Asia, California Wine Institute.

UNPRECEDENTED BUSINESS GENERATION

Vinexpo Asia 2023 also proved to be a catalyst for business growth with a staggering 75% of exhibitors benefiting from 3,512 pre-scheduled meetings, which 1/3 with top-buyers, members of the Vinexposium CLUB Program. These meetings brought together industry professionals, creating meaningful connections and optimizing their participation. Prospects from well-represented countries such as Malaysia, Thailand, Vietnam, and Indonesia engaged in numerous productive discussions, further expanding opportunities for the wine and spirits industry across the region.

"Vinexpo Asia proved the right place for us to engage with our current customers and to create new leads in markets where we didn't have representation for some of our brands. It really exceeded my expectations, participating in Vinexpo Asia was a success for our company", said Gordon Gebbie, Commercial Director of the Australian Rathbone Wine Group. *"It has also given our brands the opportunity to renew relationships with China, there is more dialog going on which gives us hope for the future and we look forward to Vinexpo Asia in Hong Kong next year to address the Chinese market further"* he concluded.

EMPOWERING KNOWLEDGE SHARING

Vinexpo Asia 2023 showcased its commitment to advancing industry knowledge through Vinexpo Academy. 40 sessions were hosted and drew in a full attendance of professional attendees who had the privilege to taste and to learn from 70 esteemed international speakers and experts, a testament of Vinexpo Academy's unwavering popularity among the wine and spirits professionals. Vinexpo Academy played a pivotal role in elevating the Asian trade to new heights, fostering innovation and excellence within the wine and spirits community.

"The masterclasses were particularly enriching and gave insight. For example, the vertical tasting of Long Dai wines by the General Manager of the winery opened up my eyes to the potential of the wines", said Ronald Khoo, Wine & Spirits Manager, Cathay Pacific, Catering Centre of Excellence. *"I was also pleasantly surprised by the diversity of exhibitors. Vinexpo Asia is indeed a meeting point. I saw many fellow industry friends I had not seen for the past years",* he concluded.

THE B+D GRAND TASTING

The first edition of the newly formed partnership between Vinexposium and Bettane+Dessauve happened in Singapore on the eve of Vinexpo Asia and achieved remarkable success, attracting more than a thousand of trade buyers and consumers. It demonstrated an exceptional synergy between both brands, as evidenced by the overwhelming enthusiasm from the 40 brands participating.

"For its premiere in Singapore, The B+D Grand Tasting lived up to its promise by showcasing several of the world's best estates. The number of participants surpassed our expectations with more than a thousand wine lovers, enthusiasts, amateurs and professionals. Leveraging on our expertise with Vinexposium's know-how and high standards on the international stage proved to be a powerful combination", commented Thierry Desseauve, President of Bettane+Desseauve.

A CONTINUING TRUST WITHIN THE INDUSTRY

The resounding success of Vinexpo Asia 2023 reflects the strong confidence in the Vinexpo brand from the wine and spirits industry and confirms its adherence to Vinexposium's steadfast commitment to Asia for the years to come. With an annual presence going forward, Vinexpo Asia event will alternate between Hong Kong and Singapore.

Rodolphe Lameyse, CEO of Vinexposium Group, expressed his delight at Vinexpo Asia's highly praised comeback, stating: *"The positive feedback about this year's event in Singapore demonstrated the immense potential and significance of the Asian market for the wine and spirits industry. We are excited to announce that Vinexpo Asia 2024 will be held in Hong Kong, building upon the achievements of this year's edition as well as in Singapore in 2025. We look forward to further empowering the industry and delivering even greater value to our participants in the future years."*

Vinexpo Asia 2023 has undoubtedly repositioned the industry standards to the highest level, proving its commitment to delivering a world-class experience and fostering fruitful business connections. The event's success sets the stage for an even more extraordinary Vinexpo Asia 2024 in Hong Kong and Vinexpo Asia 2025 in Singapore, firmly establishing Vinexposium as the driving force behind the wine and spirits industry's growth in Asia.

[Access the photo gallery of Vinexpo Asia here](#)

About VINEXPOSIUM

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at 10 events a year, and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum

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