

Press release

THE 2025 WINE PARIS ACADEMY: A PROGRAMME THAT REFLECTS CORE INDUSTRY ISSUES



Paris, 24 January 2025 – From 10 to 12 February 2025, Paris will be the stage for Vinexposium’s iconic event, Wine Paris, the unique global business hub for stakeholders across the wine and spirits industry. The 6th exhibition is set to host over 5,300 exhibitors from more than 50 countries with 50,000 visitors due to travel from 140 countries and over 130 sessions scheduled as part of the Academy, which promises to be even more inspirational than ever. The Academy

has become the must-attend feature of every exhibition and this year it will be welcoming 250 renowned international experts for a robust programme of discussions about the topics that matter in the industry’s bid to expedite change.

As the challenges escalate, a **headline panel discussion**, chaired by Vinexposium CEO Rodolphe Lameyse, will gather industry representatives and global experts for an in-depth debate about the **impact of geopolitical tensions** on the wine and spirits industry with participation by:

- **Miles Beale**, *Chief Executive of the Wine and Spirit Trade Association, representing over 300 major wine and spirits companies in the United Kingdom;*
- **Don Saint Pierre**, *Co-Founder of ASC Fine Wines, the leading premium wine importer and distributor in China, and of AdaptEdge Advisory Service;*
- **Nicolas Ozanam**, *Director General of the Federation of French Wine & Spirits Exporters (FEVS).*

Tuesday 11 February 1:00 pm to 2:00 pm
Room 5 – Let’s Talk About Wine! - Hall 7.2

THE ACADEMY: AN AMBITIOUS PROGRAMME FOCUSING ON THE TOPICS THAT MATTER

By hosting over 130 sessions and discussions with 250 personalities from the wine and spirits arena at the 2025 exhibition, the Academy promises to be varied and insightful. The **debates, conferences, panel discussions and masterclasses** will address **key themes across the industry: foreign trade and exports; new opportunities and emerging markets; sustainability and CSR endorsements; changing consumer patterns; and a taste for discovery**. Such relevant and innovative content allows Wine Paris to act as a driving force for industry resilience.

The 130 sessions scheduled include the following highlights:

▪ **Foreign trade and exports:**

Tuesday 11 February

- **The Federation of French Wine & Spirits Exporters' (FEVS) Press Conference**
 - > Room 7 – Press Conference Room - Hall 4 - from 9:30 am to 10:30 am
Open to journalists only
- **International Vine & Wine Organisation (OIV) Conference**
International Trade in Wine: History, Trends and the Role Played by Re-Export Hubs
 - > Room 7 – Press Conference Room - Hall 4 - from 5:00 pm to 6:00 pm

▪ **New opportunities and emerging markets:**

Monday 10 February

- **Black Stallion from the Balkans**
North Macedonia lies in the heart of the Balkans and is home to one of the most powerful and characteristic red wine grapes: indigenous Vranec or "Black Stallion". By **Thomas Brandl**, *South-East Europe expert*.
 - > Room 2 – The Masterclasses - Hall 4 - from 10:00 am to 11:00 am
- **Why Napa Valley? Global Interest in America's Premier Wine Region**
Masterclass presented by **Patrick Schmitt**, *editor-in-chief of The Drinks Business* with **Florence Cathiard**, *owner of Cathiard Vineyard*, **Jean-Charles Boisset**, *owner of Boisset* and **Carlton Mccoy MS**, *Chief Executive of Heitz Cellar and Demeine Estates in the Napa Valley, and of Château Lascombes (Margaux)*.
 - > Room 2 – The Masterclasses - Hall 4 - from 12:00 pm to 1:00 pm

Wednesday 12 February

- **All Eyes on Africa, Why Now?**
By **Chinedu Rita Rosa**, *Managing Director and Founder of Vines by Rosa*
With an exhibition of wines successfully curated for the African market.
 - > Room 2 – The Masterclasses - Hall 4 - from 12:00 pm to 1:00 pm

▪ **Sustainability and CSR endorsements:**

Monday 10 February

- **Rooted in Sustainability – Exploring Sonoma County**
Presented by Bree Stock, Master of Wine, with Kim Stare Wallace, President of the family-owned California winery Dry Creek Vineyard.
 - > Stand H245 – Hall 4 - from 10:30 am to 11:30 am
- **Policies Supporting Agroecological Transition & Regenerative Practices in Viticulture**
By **Moët Hennessy**. An institutional event featuring representatives of the authorities, the wine world and agroecology initiatives.
 - > Room 7 – Press Conference Room - Hall 4 - from 5:00 pm to 7:00 pm
By invitation only

Tuesday 11 February

- **One Year of Fair for Life Commitment: Review and Perspectives for Mouton Cadet**
By **Jérôme Aguirre**, *Director of Winemaking & Vins Mouton Cadet* and **Véronique Hombroekx**, *Chief Executive of Baron Philippe de Rothschild*.
> Room 7 – Press Conference - Hall 4 - from 2:00 pm to 3:00 pm

- **Changing consumer patterns:**

Monday 10 February

- **Is Alcohol-Free the Future of Restaurants?**
Time Out Conference, with **Benoit d'Onofrio & Antoine Besse**
> Room 4 – Speakeasy - Hall 5.2 - from 12:00 pm to 1:00 pm

Tuesday 11 February

- **Reaching Millennial Consumers: New Rules of Engagement**
Conference by **Mark Barden**, *global brand strategist and co-founder of EatBigFish consultancy* and **Honore Comfort**, *Vice-President of International Marketing for California Wines and wine marketing strategist*
> Room 5 – Let's Talk About Wine! - Hall 7.2 – from 5:30 pm to 6:30 pm

- **A taste for discovery:**

Monday 10 February

- **A World of Possibilities: The Richness of Vinho Verde**
Masterclass hosted by **Tiago Macena**, *Vinhos Verdes conference speaker*
> Room 3 – The Masterclasses - Hall 4 - from 6:00 pm to 7:00 pm

Tuesday 11 February

- **A Journey Through South Korea's Traditional Spirits**, introducing K-Spirits!
Masterclass hosted by **Heon Bae Jeong**, *Founder of HB Jeong Liquor and lecturer at Chung-Ang University*
> Room 4 – Speakeasy - Hall 5.2- from 12:00 pm to 1:00 pm
- **Balasto Vertical Tasting, The Iconic Uruguayan Wine and Reflection of Garzón's Identity**
A vertical tasting of Balasto 2016, 2017, 2018, 2020 and the new 2022 iteration, curated by **Charlie Arturaola**, *BODEGA GARZÓN Master Sommelier* and **Christian Wylie**, *Chief Executive of BODEGA GARZÓN*
> Room 1 – The Masterclasses - Hall 4 – 2:00 pm to 3:00 pm

The Let's Talk About Wine! programme of conferences has been placed under the **scientific patronage of the International Organisation of Vine & Wine (OIV)**.

Key figures for Wine Paris 2025:

- 5,300+ exhibitors from 50+ producer countries
- 6 exhibition halls including 3 dedicated to international exhibitors
- 50,000+ visitors from 140 countries due to attend
- 300 producers at Be Spirits, including 54 % new attendees and 76 % international participants

The Academy sessions that can now be viewed [online here](#)
For more information, visit the [Wine Paris](#) website and its [media section](#)
To view photos from the 2024 exhibition, [click here](#)

About WINE PARIS

Wine Paris is the annual event for international wine and spirits professionals. Hosted in mid-February, at a key time of the year, it aims to offer a cohesive focal point for industry players centring on a comprehensive, relevant and inclusive range of products that showcases wine and spirits producer regions across the globe.

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 8 events a year, Vinexposium acts as the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum

VINEXPOSIUM PRESS CONTACT

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