

## VINEXPO ACADEMY LEADS THE CONVERSATION AT VINEXPO ASIA 2025



Singapore, May 20, 2025 – In response to the rapid transformation in the global wine and spirits trade, Vinexpo Asia 2025 returns to Singapore with an expanded and strategically curated Vinexpo Academy programme. Held at Marina Bay Sands from 27-29 May, the event will feature more than 30 sessions designed to provide trade audiences with essential knowledge and

**actionable insights to stay ahead in a shifting global landscape.**

As the leading trade event in the Asia Pacific region, Vinexpo Asia is expected to welcome 11,000 trade visitors from 70 countries, comprising importers, distributors, hospitality professionals and e-commerce stakeholders. Over three days, attendees will explore a diverse global offer while deepening their understanding of the Asian market.

At the heart of the event, Vinexpo Academy stands as a cornerstone of Vinexpo Asia’s insight-driven content strategy. Its line-up of high-level masterclasses, panel discussions, conferences and discovery tastings has been carefully developed to reflect the ongoing evolution of the industry. By tackling the key issues shaping the future of the trade, Vinexpo Academy equips professionals with forward-looking perspectives and practical tools to navigate change and seize new opportunities.

### STRATEGIC CONTENT FOR A SHIFTING INDUSTRY

Vinexpo Academy has designed 30+ exclusive wine and spirits sessions across three dedicated rooms at Marina Bay Sands. Key content partners include IWSR and Association de la Sommellerie Internationale (ASI). Reflecting the shifts within the global wine and spirits industry, the programme explores themes ranging from premiumisation and emerging markets to evolving consumer behaviour and new generations of drinkers.

#### Understanding Asia: Trends, Data and Consumer Shifts

Asia is increasingly recognised as a pivotal region for growth in the global wine and spirits trade industry. Several sessions are dedicated to helping professionals gain strategic understanding of Asian markets and consumer behaviours.

[Essential Consumer Insights for South Asia](#) brings together wine industry veteran **Rob Temple** and **Philippe Chan**, General Manager of YouGov, to analyse a custom consumer survey conducted in March 2025. This data-rich session will examine wine and spirits consumption trends, shopper behaviour, perceptions of wine-producing countries, Hong Kong’s positioning within the Greater Bay Area, and the evolving roles of Singapore, Thailand and Malaysia.

This is complemented by a panel titled [China's Comeback on the Market](#), led by **Natalie Wang**, journalist and founder of Vino Joy News. The session explores the trends and forces fuelling the Chinese market's rebound. Meanwhile, **Emily Neill**, COO of IWSR, will deliver a global perspective in [Unlocking Growth Amid Shifting Dynamics in Global Beverage Alcohol](#), focusing on moderation, changing tastes, and new patterns of social consumption.

### **Emerging Consumption Trends & Cultural Shifts**

Shifting consumption habits are reshaping the global landscape, and Vinexpo Academy offers a forward-looking lens into what's next.

[South East Asia Wine Trends vs Global Wine Trends](#) features a panel discussion on how regional consumption habits compare with global patterns. Moderated by **Richard Hemming MW** and joined by experts including **Michel Conrad** (IWSR), **Ian Ford** (Nimblility), and **Nimmi Malhotra**, the session explores the implications of the global rise of lighter, lower- and no-alcohol wines for South East Asian markets.

[The Diversity of Chinese Wines – from Northwest Desert to Eastern Coast](#) explores the full geographical and stylistic range of China's wine regions. Moderated by **Jennifer Docherty MW**, the panel highlights how Chinese wines are gaining international recognition after a decade of steady quality progress. From west to east, the session explores China's wine regions — including Xinjiang, Yunnan, Ningxia, Gansu, Shandong, Shanxi, Hebei and Northeast China — each offering distinctive styles and growing potential.

**The Rise of Asian Wines** goes beyond China, showcasing promising wine-producing countries such as Japan, Thailand, India, Vietnam and Indonesia. The discussion features **Annette Scarfe MW**, **Reeze Choi**, **Gerald Lu**, and **June Lee**, bringing together perspectives from sommeliers, producers and journalists.

### **Hospitality Reinvented Through Pairings**

Pairings and dining experiences are evolving with local cultures. In [Reinventing Pairings: Wine & Asian gastronomy](#), **Richard Hemming MW**, author of *Wine & The Food of Asia*, joins **Janice Chi** (Master Sake Sommelier) and **Aaron Jacobson** (sommelier at three-Michelin-starred Restaurant Zen) to explore how Asian cuisine is reshaping traditional wine pairing paradigms.

### **LEADING THE CONVERSATION: WHO'S ON STAGE**

Vinexpo Academy brings together renowned experts from around the world to lead tastings, masterclasses and debates.

Highlights include:

- **Andreas Larsson**, Best Sommelier of the World 2007, presenting [Discover Exceptional Underestimated French Terroirs](#) with Maison Wessman.
- **Reeze Choi**, China and Hong Kong's first ASI Best Sommelier of the World finalist, hosting the [ASI x Vinexposium Blind Tasting Challenge](#).
- **Stephen Wong MW** leads [Austria Meets Asia: Crisp, Cool, Contemporary](#), featuring 11 selected wines.
- **Richard Hemming MW** returns for a fresh take on food and wine pairing in [Reinventing Pairings: Wine & Asian Gastronomy](#).
- **Benjamin Hasko MW MS** introduces buyers to [Discover Vin De France: Creative Wines to Expand Your Portfolio](#), the first-ever tasting by Anivin de France held in Singapore.

“Today, Vinexposium stands as the driving force behind the global wine and spirits industry,” says **Rodolphe Lameyse, CEO of Vinexposium**. “With Vinexpo Academy, we don’t just follow the market — we help define its direction. It’s our role to detect signals, bring clarity, and challenge perspectives. The release of the second issue of *Voice of the Industry at Vinexpo Asia* marks another step in that commitment: fuelling long-term thinking, backed by data, dialogue and collective ambition.”

Explore the Vinexpo Academy program online [here](#)  
For more information, visit the website of [Vinexpo Asia](#) and [register online](#)  
Click [here](#) to access photos of Vinexpo Asia 2023

#### About Vinexpo Asia

Vinexpo Asia is a premier event for wine and spirits professionals, offering exclusive access to key stakeholders in the Asia-Pacific region. Taking place alternately in Singapore and Hong Kong, two major business hubs, it serves as a strategic platform for networking, discovering industry innovations, and fostering business opportunities in one of the most dynamic markets worldwide.

#### About Vinexposium

**Vinexposium is the year-round ally to the global wine and spirits trade.** Through international business events and editorial content, it brings together every segment of the industry to foster growth and visibility. By combining market insight and connection opportunities, including *Voice of the Industry*, Vinexposium helps professionals, around the world, navigate change, unlock opportunities, and stay aligned with emerging trends in sustainability, innovation, and consumer expectations.

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