



THE FIRST WINE PARIS EVENT TAKES PLACE FROM FEBRUARY 11 TO 13, 2019 WHEN PARIS BECOMES THE WINE CAPITAL OF THE WORLD

For the first time, in February 2019, Paris will become the epicentre of the global wine world during the leading international wine business event - WINE PARIS. This unprecedented, landmark event, born from the fusion of VINISUD, world of southern climate wines, and VINOVISION PARIS, the international cool climate wine exhibition, will showcase an extensive array of wine regions with a particular focus on the diversity of the French wine proposition.

WINE PARIS, A COLLECTIVE AMBITION



Holding VINISUD and VINOVISION PARIS concurrently in Paris in 2019 - both of them distinctive and clearly complementary shows - marks the first collective approach by all of the founding wine marketing boards. Gathered under the WINE PARIS umbrella name, they have moved forward together to create the first major international wine business event in Paris.

The entire wine industry will be gathered in Paris in February 2019. The objective is to promote the wealth and diversity of wine regions to French and international buyers and to provide an exhaustive range of small and large wine producers. This prominent, inclusive event geared to business and exports will consolidate France's undeniable credibility and expertise in wine growing and winemaking.

For its first event in 2019, WINE PARIS is expected to attract 2,000 exhibitors and 25,000 visitors, including 35% from outside France.

WINE PARIS, A SHOWCASE FOR DIVERSITY

WINE PARIS stands at the crossroads between VINISUD and VINOVISION PARIS, where southern and cool climate wines meet. It turns the spotlight on the breadth and depth of their wine propositions and on their archetypal features, including soil types, climates, varietal ranges, types of wine estates and vineyard management techniques. The driving force for all

of the stakeholders involved in this foremost event is the ability to promote conversations about what makes the wines unique, to provide an extensive, multi-faceted array of French and foreign southern and cool climate wines, and to offer the keys to understanding markets and consumers along with new and relevant solutions.

PARIS, THE WINE CAPITAL OF THE WORLD

France is internationally renowned for its heritage and gastronomy and as such, is the most obvious and legitimate location for the event. Its cultural identity has helped carve it a place as the leading wine exporter country by value* and a vital consumer market as the world's second-largest consumer country by volume and per capita. Its capital city Paris is one of its strongest attractions and is home to a high concentration of wine merchants, wine bars, delicatessens, hotels

and restaurants, all of which fuel a dynamic consumer market, underpinned by its status as the world's leading tourist destination. Buyers from around the world will enjoy excellent conditions for their stay: a central location in France and Europe; ease of access; and unrivalled accommodation choices and capacity. WINE PARIS will also coordinate a programme of fringe events in a bid to offer even more immersive experiences and complementary business and networking opportunities.

*Sources OIV 2018

For several days, Paris' pulse will beat to the rhythm of an unprecedented and collaborative wine adventure.



WHERE AND WHEN

WINE PARIS

From February 11 to 13, 2019

Paris Expo Porte de Versailles

FRINGE EVENTS

Ahead of Wine Paris, from February 7 to 10

WORLD WINE MEETINGS GLOBAL PARIS
(reserved for a selection of producers and buyers)

From February 7 to 13

A series of events within the capital to engage in the wine experience and share it with others.



ABOUT COMEXPOSIUM & ADHESION GROUP

Comexposium is one of the world's leading organisers of trade and public events. Organising over 177 B2B and B2C events globally, Comexposium has a strong foothold in the food industry via the SIAL network, farming, retail and e-commerce. Comexposium welcomes over 3 million visitors and 45,000 exhibitors a year in over 30 countries and its positioning allows it to promote sharing and engagement between individuals and business. Adhesion Group – a subsidiary of Comexposium since October 2017 – is the leading organiser of targeted, high-end B2B events in the wine and spirits sector. Its portfolio includes two world-class shows – Vinisud and VinoVision Paris – and four business conventions: WWM World Wine Meetings in Paris, Singapore, Chicago and San Francisco.

ABOUT VINISUD

VINISUD is the international benchmark show for southern climate wines, created and supported since 1994 by the marketing boards and producers' organisations in the South of France. The 14th show took place from February 18 to 20, 2018 at the Montpellier exhibition centre and was attended by 25,500 trade and industry members, including 28% of international buyers from 76 countries, and 1,420 exhibitors from 16 countries (www.vinisud.com).

ABOUT VINOVISION PARIS

VINOVISION PARIS, the international cool climate wine exhibition, was launched in 2017 by wine marketing boards in the Loire Valley, Central Loire, Burgundy, Beaujolais and Alsace and by the Champagne wine growers' organisation SGV. Its second event took place from Monday 12 to Wednesday 14 February 2018 at the Paris expo Porte de Versailles exhibition centre where it welcomed 350 exhibitors and 5,500 trade members, including 20% from outside France (www.vinovisionparis.com).

ABOUT WORLD WINE MEETINGS GLOBAL PARIS

Ahead of Wine Paris, WWM Global takes place from February 7 to 10 and will allow a selection of French and international producers to connect with prominent buyers in tailored B2B meetings.

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