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PARIS EXPO PORTE DE VERSAILLES

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WINE PARIS & VINEXPO PARIS BECOME ONE IN 2021!

Wine Paris & Vinexpo Paris, merging two events with complementary expertise and shared passion, becomes a single brand and event in 2021. This latest synergy capitalises on the strengths of its distinctive constituents, where the whole is greater than the sum of individual skill sets. It lays the ground work for a crucial, and much-anticipated return to Paris during the recovery phase, serving industry interests. This full-fledged business event will take place next February 15 to 17 and will host over 2,900 exhibitors from across the globe. Its optimised format will focus activity in four halls at the entrance to the Paris Expo Porte de Versailles exhibition centre (halls 3, 4, 5 and 6) and will accommodate boutique winegrowers and prominent international brands alike.

THE INTERNATIONAL BENCHMARK EVENT IN PARIS

Drawing on its successful 2020 edition, Wine Paris & Vinexpo Paris 2021 has its sights clearly set on becoming THE pivotal global benchmark event in Paris for members of the wine and spirits industry. Building on its business-focused dynamics with a diversified choice of products on offer and meaningful content, it also offers an attractive location and timing. Wine Paris & Vinexpo Paris will become the focal point for expertise and passion to converge in the French capital through targeted business meetings. Similarly, it will act as a magnet for key buyers – importers, wine merchants, hospitality industry, specialist distributors and wholesalers, e-tailers and sommeliers, to name a few.

A FIRM FOOTING IN THE WINE REGIONS

The client experience will be mirrored in the choice of products with enhanced clarity for the visitor itinerary. Producer regions will form the gateway to Wine Paris & Vinexpo Paris which retains a strong industry focus. All of the French wine regions, for instance, will be represented with the support of their regional marketing boards, thereby demonstrating the outstanding diversity of France's wine regions, varieties and climates. From an international perspective, representation will be country-based, illustrating the stellar range of complementary overseas wine regions, whose attendance increases year-on-year. The 2021 event will deliver a multi-faceted array of products, bringing together spirits, sustainably farmed and organic wines, sparkling wines and products running the gamut in terms of colour and origin, under one roof.

AN EXCLUSIVE RANGE

Wine Paris & Vinexpo Paris will take place over three days packed with new encounters and knowledge sharing. Improved dedicated areas will showcase specific aspects of the industry, including:

- **L’Avenue**, modelled after luxury Parisian boutiques, will showcase prominent international brands in an elegant setting.
- **La Nouvelle Vague** is the area promoting talented young French producers who started their business after 2016.
- **L’Academy** will deliver a dynamic programme of **conferences**, reflecting changes in the marketplace and consumer expectations, and **masterclasses**, curated by renowned experts. The formats will be more interactive and some of the content will be available through the event’s digital ecosystem.
- **Be Spirits** and its gigantic **Infinite bar** will feature spirits from all origins, ranging from micro distilleries to household brands (one hundred spirits brands from 14 countries attended in 2020).

“The creation of Wine Paris & Vinexpo Paris offers the perfect illustration of the old saying: strength in numbers! It demonstrates the strength of collaborative initiatives to inject vitality, and that of an entire industry to put forward a unique and meaningful event that fully aligns with the needs of its stakeholders. In 2021 more than ever, Wine Paris & Vinexpo Paris will be the international benchmark event for wine and spirits professionals. The place to be!” commented Pascale Ferranti, Director of Wine Paris & Vinexpo Paris.

“Wine Paris & Vinexpo Paris 2021 is a part of the Vinexpo Tour 2021, our multi-region solution which is adapting to an unprecedented economic climate by allowing our clients to connect directly with the marketplace. Of the five scheduled dates (New York, Paris, Hong Kong, Bordeaux and Shanghai), Wine Paris & Vinexpo Paris 2021 will be one of the landmark events in this tour of the continents”, said Rodolphe Lameyse, CEO of Vinexpo.

For more information, visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

Stemming from the merger of Vinovision and Vinisud, an initiative by all of the founding and partner wine marketing boards, WINE PARIS (organised by COMEXPOSIUM and managed by 13 French wine marketing boards) is strengthening its position in 2020 through its alliance with VINEXPO, the creator of international events for wine and spirits professionals. Founded in 1981 by the Bordeaux-Gironde Chamber of Commerce and Industry, Vinexpo has gained a unique understanding of the marketplace as well as an extensive network of influential distributors worldwide.

About VINEXPO and COMEXPOSIUM

Vinexpo Holding (held by the Bordeaux-Gironde Chamber of Commerce and Industry - CCIBG) and Comexposium (global event organiser) are in exclusive negotiations to combine forces and create a new entity that will become the world's leading organiser of wine and spirits events. The new company will manage a portfolio of 10 iconic and renowned events and aims to develop a broadened, revisited and efficient range of events. The project has garnered strong support from all the wine marketing boards, the strategy council of Vinexpo, as well as the boards of directors of Wine Paris.

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