

WINE PARIS & VINEXPO PARIS IS MOVED TO FEBRUARY 2022 AND WILL PROVIDE BUSINESS SOLUTIONS ON VINEXPOSIUM CONNECT IN JUNE 2021

31 March 2021 – The next physical edition of Wine Paris & Vinexpo Paris will take place from 14 to 16 February 2022. The decision to postpone the exhibition, once again imposed by the health situation, was taken in conjunction with the event’s partner wine marketing boards. Stakeholders across-the-board agreed that due to continued uncertainties, the success of the event rescheduled for June could not be guaranteed, neither from an organisational perspective nor for its anticipated benefits for business. However, to continue to maintain the close connection between the Paris event and its exhibitors and visitors from around the globe, Wine Paris & Vinexpo Paris will be providing an extensive programme of international content and tools for the wine industry next June on Vinexposium Connect, the group’s digital platform.

Wine Paris & Vinexpo Paris 2022, an ambitious event highly anticipated by the entire industry

Partners, exhibitors and buyers continue to show a high level of involvement and support in the event, which many expect to be at the crux of post-pandemic recovery. Wine Paris & Vinexpo Paris will once again draw its strength from the same unity, fuelling a surge in business dynamics at the first major international event of 2022 for the wine and spirits industry.

“We are very much looking forward to taking part in Wine Paris & Vinexpo Paris, which genuinely energises business. After more than a year with no major international events, we need to get back to the tastings and gatherings that provide our product catalogues with new listings”, admits Jürgen Schlanke, managing director of the German distributor Weinmarkt Mattheis.

“We are both relieved and disappointed by the decision to postpone the exhibition. Relieved because we prioritise the health and safety of our staff and partners, but disappointed because Wine Paris & Vinexpo Paris is an unmissable event for Rhonéa, a time when we meet all our customers to present our innovations and latest vintages for example... The pandemic may well have enabled us to create new ways of engaging with them – particularly through digital technology – but nothing can replace face-to-face contact and the friendliness of chatting about our wines. We look forward to seeing them in February 2022!” comments Pascal Duconget, CEO of Rhonéa.

Wine Paris & Vinexpo Paris 2022 will gather all the French wine regions and a large number of international wine regions under one roof. The spirits industry will enjoy its own dedicated Be Spirits area. The event will also offer high-value solutions and content to maximise business opportunities and return on investment for attendees.

“Everything is ready for February 2022 and we are now going to focus on making Wine Paris & Vinexpo Paris an even more central event and business hub so that it can be instrumental in fostering economic recovery. The first step will be a digital month in June with key business-centric events on Vinexposium Connect, and a physical gathering in Paris from 14 to 16 February 2022”, stresses Rodolphe Lameyse, CEO of Vinexposium.

Wine Paris & Vinexpo Paris goes digital to support business and trade in 2021

Producers and buyers will be able to network from June onwards through B-to-B meetings via the Vinexposium Connect platform. A programme of business-focused digital content will be rolled out throughout June so that industry members can stay connected through highly targeted meetings.

Support from Wine Paris & Vinexpo Paris’ partners across the spectrum has been galvanised so that they can share valuable insight with a broad-ranging audience: The IWSR, the International Sommelier Association (ASI), the French Sommelier Association (UDSF) and Wine Tech & Vinocamp.

Three days will focus specifically on regional and international issues for now and the future on 14, 15 and 16 June with the theme of ‘Bouncing Back’ at their core. Each day will address the questions being asked for now and the future, from the perspective of geopolitics, distribution networks and wine and spirits producers.

Men and women from the wine industry will be able to meet up again in Paris from 14 to 16 February 2022. But in the meantime, they can engage with each other on Vinexposium Connect in June, where everything will be designed to offer them maximum business opportunities.

For more information, please visit wineparis-vinexpo.com



About Wine Paris & Vinexpo Paris

On the initiative of their founding wine marketing boards and partners, VinoVision and Vinisud were merged to create WINE PARIS (founded by COMEXPOSIUM and run by 13 French wine marketing boards). In 2020, its role was further enhanced when it partnered with VINEXPO, the creator of international events for the wine and spirits industry. Founded in 1981 on the initiative of the Bordeaux-Gironde Chamber of Commerce and Industry, Vinexpo has gained a unique understanding of the market along with an extensive network of influential distributors across the world.

About Vinexposium Connect

The Vinexposium Connect digital platform was created in autumn 2020 to coincide with Vinexpo Shanghai 2020, which was held in a digital format. Since then, it has continued to develop tools and content to provide support for industry members and wine and spirits enthusiasts across the world 24/7.

About Vinexposium

Owned jointly (50/50) by Comexposium and Vinexpo Holding, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium organises over 10 iconic and recognised events worldwide: Wine Paris & Vinexpo Paris, World Wine Meetings and World Bulk Wine Exhibition – Amsterdam and Asia, Vinexpo Bordeaux, Vinexpo Hong Kong, Vinexpo Shanghai, Vinexpo India and Vinexpo New York, as well as Vinexpo Explorer and WOW! Meetings. Through these events, it welcomes over 78,000 visitors annually from 140 countries and 5,900 exhibitors.

Vinexposium Press Office
camille.malavoy@vinexposium.com
+33 (0)6 31 00 50 41