

PRESS RELEASE

Paris, February 14, 2019



The first Wine Paris delivers on its promise

The first Wine Paris has set the benchmark as a key and highly anticipated industry event, with attendance by 26,700 professionals. As intended, the world of wine congregated and joined forces in Paris from February 11 to 13, confirming the city's position as the global capital of wine.

A collective ambition

Wine Paris' initial ambition was to bring together the entire wine sector, promote the French wine regions and welcome wine regions from across the globe, creating a new proposition for buyers. By bringing together Vinisud and VinoVision Paris, this has now been achieved with 2,000 exhibitors making a conscious decision to move the wine world forward in unison.

"Our collective determination to put France and its regions at the forefront of national and international trade in the wine sector has been a complete success", said Pierre Clément, chairman of VinoVision Paris.

Diversity as its key calling card

Over the three days, all the French wine regions were broadly represented alongside regions from 24 countries, thereby responding to the challenging demands of national and international markets. Buyers were able to taste the latest vintage, discover some real gems and gain insight into the depth and breadth of the range on offer.

A programme of official and fringe events, tailored to the needs of different profiles of buyers, provided immersive experiences and complementary networking opportunities.

A successful business meeting

Wine Paris is naturally becoming a major business event with 30% of international attendees. The United States, Belgium, the United Kingdom, Germany and the Netherlands came in numbers, representing 51% of foreign buyers present at the exhibition. This was in addition to broad participation by classic French sales channels including wine merchants, sommeliers, restaurateurs and supermarkets.

Nearly 70% of exhibitors from across the wine regions have already confirmed greater presence by winegrowers at Wine Paris 2020 from February 10 to 12, illustrating the identity dynamics of the exhibition.

“2020 looks set to be an exceptional event!” Fabrice Rieu, chairman of Vinisud

For more information or interview requests, please contact us www.wineparis.fr



ABOUT COMEXPOSIUM & ADHESION GROUP

Comexposium is one of the world's leading organisers of trade and public events. Organising 135 B2B and B2C events globally, Comexposium has a strong foothold in the food industry via the SIAL network, as well as farming, retail and e-commerce. Comexposium welcomes over 3.5 million visitors and 48,000 exhibitors a year in over 30 countries and its positioning allows it to promote idea sharing and engagement between individuals and businesses.

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.

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