

20



20

10-12 FEBRUARY 2020  
PARIS EXPO PORTE DE VERSAILLES

PRESS RELEASE

July 2019

## WINE PARIS 2020 ALREADY PROMISES TO BE A SUCCESS!

After a successful inaugural event and with 7 months to go before it officially opens, WINE PARIS is more than ever confirming its status as a major international wine trade event in Paris. With support from all the wine marketing boards, it is poised to welcome over 2,200 exhibitors and 30,000 visitors, including 35% from outside France, to Paris Expo Porte de Versailles and promises even more new discoveries, engagement and business.

---

### AN UNPRECEDENTED AND SUSTAINABLE DYNAMIC BRANDED WINE PARIS

WINE PARIS is the combination of two complementary exhibitions, Vinisud and VinoVision Paris, where Mediterranean climate and international cool climate wines converge. Its first event in 2019, boasting collaborative support from all the founding wine marketing boards and their partners, enabled WINE PARIS to **earn itself a place as a major business event** and consolidated Paris' reputation as the world capital of wine.

This same dynamic process has made the 2020 exhibition hugely popular. To date, **1,800 exhibitors have signed up, including 300 newcomers**. With the number of winegrowers, co-operatives and trading companies on the increase and the show's collective dimension strengthened, the prospects for WINE PARIS 2020 are excellent.

**All the French wine regions have witnessed greater attendance and new attendees**, spearheaded by Alsace, Burgundy and Champagne, where exhibitor numbers have increased two- or three-fold, followed by the Rhone Valley, Beaujolais, Bordeaux and the Nouvelle Aquitaine (AANA) region, the South-West, Provence, Roussillon, Languedoc and Pays d'Oc.

Another defining feature of WINE PARIS 2020 is the decision to gather **international exhibitors** (South Africa, Algeria, Argentina, Croatia, Spain, Italy, Lebanon, Portugal...) under one roof, illustrating the variety of choice in foreign wine regions. Regions from across the globe have already reserved their space. Italy, for example, is making a strong comeback with increased attendance and the presence of the ITA (Italian Trade Agency), Consorzio Doc delle Venezie, Enoteca Regionale Emilia Romagna, Associazione Puglia in Rosé and Piemonte Land of Perfection as well as other important Italian institutions and wine regions.

*“All the wine marketing boards behind Vinisud confirm strong attendance for 2020 with greater representation of their respective wine regions. This engagement is also leading to more substantial investments to promote the image of their vineyards”*

---

Fabrice RIEU, Chairman of Vinisud

*“With active support from the BIVB and the Burgundy Franche-Comté chamber of commerce, Burgundy will be very well represented at WINE PARIS in 2020 with twice as many collective attendees and an impressive range of estates, co-operative wineries and businesses!”*

---

**Burgundy Wine Marketing Board BIVB**  
Christian VANIER, Managing Director

*“The reasons why Enoteca Emilia Romagna is taking part in Wine Paris are the following: the organisers are trustworthy judging from the different events they host in the exhibition and business meeting arena; and they specialise in establishing contacts with international buyers, which for the companies taking part is paramount in starting trade relations”*

---

**Enoteca Regionale Emilia Romagna**  
Ambrogio MANZI, Managing Director

*“If I had to choose just one exhibition worldwide, it would be WINE PARIS for its great timing, range of qualified buyers and of course, the opportunity to spend some time in the most beautiful city in the world!”*

---

**MDCV**  
**Château & Vignobles en Provence**  
Sébastien LATZ, Managing Director

*“At last a trade show worth its salt in Paris! The first event was a success for our company which met as many French and international clients as it did potential new customers”*

---

**BROTTE**  
Christophe LAIDEBEURE, Horeca Sales Director

Many brand names and renowned organisations have already confirmed their attendance, including: A.R LENOBLE • BADET CLÉMENT • BERNARD MAGREZ • CELLIER DES DAUPHINS • CHAMPAGNE PHILIPPONNAT • CHÂTEAU DE LA GARDINE • CLUB DES MARQUES • CONFRÉRIE DES DOMAINES • CÔTES DE BOURG • FÉDÉRATION CHÂTEAUNEUF DU PAPE • GEORGES DUBŒUF • GEORGES VIGOUROUX • JAILLANCE • JOSEPH MELLOTT • LA CHABLISIENNE • LAURENT MIQUEL • LES MAÎTRES VIGNERONS DE SAINT-TROPEZ • LUCIEN LURTON • M. CHAPOUTIER • SIEUR D'ARQUES • UBY • UG BORDEAUX • UNION DE PRODUCTEURS DE SAINT-ÉMILION • VEUVE AMBAL • VIGNOBLES GABRIEL • VIGNERONS INDÉPENDANTS D'AQUITAINE...

---

## THE STRONG APPEAL OF A BUSINESS EXHIBITION

In 2019, the unprecedented array of products at WINE PARIS attracted **42% new visitors** compared with the previous Vinisud and VinoVision Paris exhibitions, whilst also creating a business atmosphere applauded throughout the 3-day event.

In 2020, WINE PARIS continues to expand with an **intensive promotional plan** in France which is being ramped up in the United States and across the major European wine markets. The broad range of buyers will be further extended through **the special “International Hosted Buyers” programme** which ensures attendance by the largest international importers and brings in buyers from Asia and developing markets (Africa, Middle East, etc.).

In the same spirit, WINE PARIS is launching “Wine Match”, a **100% business and 100% online networking system** designed for all exhibitors and visitors. Its sole objective is to maximise the return on investment for all participants through pre-planned meetings with targeted and bespoke contact profiles. The aim is to encourage exhibitors and visitors to prepare their attendance, plan their appointment schedule and promote engagement, meetings and business between professionals from the world’s main wine markets.

**WINE PARIS 2020**  
**takes place from 10 to 12 February**  
**at Paris Expo Porte de Versailles,**  
**at a key time in the buying calendar!**

### **About VINISUD, VINOVISION PARIS and WINE PARIS**

VINISUD, the world of Mediterranean climate wines, created and supported since 1994 by producer’s organisations and marketing boards in the South of France: CIVL, CIVR, Inter’Oc, Inter-Rhône, IVSO, CIVP and CIV Corse.

VINOVISION PARIS, the international cool climate wine trade 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.

WINE PARIS, the first international wine business event in Paris, stands at the crossroads between VINISUD and VINOVISION PARIS and was established on the initiative of all the founding and partner wine marketing boards. The first exhibition took place from 11 to 13 February 2019 at Paris Expo Porte de Versailles. It was attended by 2,000 exhibitors and 26,700 trade and industry members, including 30% international visitors.

VINISUD, VINOVISION PARIS and WINE PARIS are organised by COMEXPOSIUM / ADHESION GROUP and overseen by 13 French wine marketing boards.

### **PRESS CONTACT**

Communication Manager PR & Media

**Catherine Bourguignon**

catherine.bourguignon@comexposium.com – +33 (0)1 76 77 17 89