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**2020**  
PARIS EXPO PORTE DE VERSAILLES

## PRESS RELEASE

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# WINE PARIS AND VINEXPO PARIS WELCOME THE WORLD'S WINE REGIONS TOGETHER!

WINE PARIS and VINEXPO PARIS are taking a new step forward in their collaboration and creating a communal area to welcome the world's wine regions to their next event (from 10 to 12 February 2020 - Paris Expo Porte de Versailles). This strong signal sent out to all industry players proves once again that the two exhibitions are singing from the same hymn sheet to encourage discovery, facilitate networking and develop business.

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### WINE PARIS AND VINEXPO PARIS : A SHARED AMBITION TO CREATE A MAJOR BUSINESS EVENT

Last May, Wine Paris and Vinexpo Paris announced they would be sharing the same venue in Paris, a major European capital and a strategic and easily accessible market place, on key dates on the buyers' agenda (10-12 February 2020). By holding the events simultaneously, they can bring together an extensive and representative selection of French and international wine regions.

In a setting that promotes sharing and engagement, the two exhibitions are encouraging discovery and quality business connections by offering visitors a clear range of products, new concepts and immersive visit itineraries (WOW!, WONDERFUL, THE AVENUE, THE NEW WAVE, BE SPIRITS, DISCOVERIES BY WINE MOSAIC...).

This joint approach undeniably enhances the appeal of the event and encourages a wide range of national and international buyers to attend (importers, wine merchants, restaurateurs and hoteliers, sommeliers, central purchasing agencies, distributors, specialised wholesalers and sales agents). It allows producers, trading companies and brands to maximise their resources and be part of a high-profile event in the French capital.

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## A COMMUNAL INTERNATIONAL AREA TO MAXIMISE THE VISITOR EXPERIENCE

Now, WINE PARIS and VINEXPO PARIS are taking a new step forward and will present a joint and diversified range of international wines in the same area. The new venue, located in Hall 7, will bring together offerings from 20 countries representing 60 wine regions from across the world: Argentina, Austria, Georgia, Germany, Greece, Italy, New Zealand, Portugal, Romania, South Africa, Spain, Switzerland, Turkey, the United Kingdom, the United States, etc.

The creation of this communal international area is pursuant to the signature of an agreement between the two organisers, whereby the events are marketed under their joint signature. This marks an important step in the development of both exhibitions and enhances their strong international dimension.

Many brands and institutions have already booked their space: ARAEX, BODEGAS MANZANOS, CASTILLA LA MANCHA, CONSORZIO CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE, CONSORZIO DEI VINI ASOLO MONTELLO, CONSORZIO PROSECCO DOC, DFJ VINHOS, CHIANTI CLASSICO DO, DOURO E DO PORTO, I.P. (INSTITUTO DOS VINHOS DO), ENOTECA EMILIA ROMAGNA, EXTENDA (ANDALOUSIE), FÉLIX SOLÍS, GARCIA CARRION, GEORGIAN WINE, GRUPO PEÑAFLO, ISWA, ITA (ITALIAN TRADE AGENCY), JUNTA DE CASTILLA Y LEÓN, LE PAYS BASQUE, MARQUES DE CACERES, NEW YORK WINES, ORIGIN WINE, PICCINI, PIEMONTE LAND OF PERFECTION, SANTERO, TEJO WINES, VINI PORTUGAL...

*« The combination of the two major French exhibitions – Wine Paris and Vinexpo Paris 2020 – has led to the emergence of a project of huge magnitude that can rival the largest international shows. We are convinced that it will produce some good opportunities for estates within the La Mancha protected designation of origin. »*

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Carlos D. Bonilla – Chairman of the D.O. La Mancha – Spain

*« Grupo Peñaflo, Argentinian Group and key player in the world wine industry will participate in Vinexpo Paris, which is for us the place to see and be seen. We are pleased with the collaboration with Wine Paris. »*

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María Laura Odoriz – Global Trade Marketing Manager – Grupo Peñaflo

**WINE PARIS and VINEXPO PARIS**  
**will be held jointly from 10 to 12 February 2020 in Paris.**  
**2,800 exhibitors and 30,000 trade and industry members, 35% of them international,**  
**are due to travel to the French capital at a key moment 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.

## **About VINEXPO**

Founded in 1981 on the initiative of the Bordeaux-Gironde Chamber of Commerce and Industry, VINEXPO organises leading events in the wine and spirits industry. Over 38 years, Vinexpo has acquired a unique understanding of the market and established an extensive network of influential distributors around the world. The brand now covers events in five cities around the world (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris) in addition to a travelling event, Vinexpo Explorer. Every year, the group also publishes one of the most exhaustive market studies on the global consumption of wines and spirits: the Vinexpo/IWSR report.

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