



Press Release

Bordeaux, October 31th, 2017

Vinexpo to launch a new event in Paris

Vinexpo reveals dates for the next Bordeaux exhibition, and announces the launch of a new Paris event in 2020 as part of the Group's ongoing expansion strategy.

The Group's strategy is based on creating solutions for clients and opportunities for growth, with the aim of strengthening the company's position as the global market leader.

"For over thirty years, the Vinexpo brand has raised the profile of the wine and spirits sector. It's the start of a new era for Vinexpo, and I'm convinced that the strategic decisions being made today will fly the flag for the industry" stated Christophe Navarre, Vinexpo President.

Bordeaux is the birthplace of the Vinexpo brand and, as one of the most famous wine growing regions in the world, it is still a unique meeting place for wine and spirits professionals. The 2019 event has been brought forward and is scheduled to take place **13-16 May** at the *Bordeaux Exhibition Centre*, which is gradually being renovated, in addition to business initiatives introduced at the last two shows.

Meanwhile, the Group continues to grow with the launch of Vinexpo Paris. The first Paris exhibition will take place 13-15 January 2020 at the Paris Convention Centre (Porte de Versailles). There are some major advantages to holding an international wine and spirits exhibition in the French capital: its attractivity, its accessibility and its impartiality.

Running the show in January also means Vinexpo Paris will be the very first event in the agenda, and will therefore optimise sales potential. "An exhibition at the start of the year means professionals can plan ahead and schedule purchasing." explained Guillaume Deglise, Vinexpo CEO. "This event will strengthen our brand as a strategic partner in the wine and spirits sector".

After its success in Asia and the launch of Vinexpo New York scheduled for March 2018, Vinexpo Paris will target buyers from across the world and especially Europe which still consumes over 60% of the world's wine. The event also aims to become an active platform to the spirits industry.

About Vinexpo

The company was established in 1981 on the initiative of Bordeaux Gironde's Chamber of Commerce and Industry. Vinexpo organises wine and spirits events for industry professionals and acts as the sector's international partner. The Group boasts over 30 years' B2B experience and therefore has an in-depth understanding of the market as well as strong relationships with key distributors across the world. It runs exhibitions in five set locations (Bordeaux, Hong Kong, Tokyo, New York and soon Paris), and one touring show (Vinexpo Explorer). This means Vinexpo covers the three continents with the highest consumption rates and continues to be the market leader for wine events.

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