

## VINEXPOSIUM LAUNCHES ITS NEW SEASON!

### 2023-2024 EVENTS CALENDAR

15 September 2023 – Vinexposium is kicking off a new year packed with major events that consolidate its leadership position and pivotal role for the global wine and spirits industry. From September 2023 to June 2024, no fewer than eight events spanning four different formats have been scheduled. Also, Vinexposium is launching the highly anticipated and pioneering ‘V d’Or’ initiative with the first Business Awards by Vinexposium. All of these formats will be supported and complemented with content on the Vinexposium 365 digital portal.

*“With the summer season now behind us, Vinexposium is rolling out a raft of headline events that underscore our commitment to serve as an essential ally of the wine and spirits industry 365 days a year”,* says confident Vinexposium CEO, Rodolphe Lameyse. *“Each of our initiatives has been painstakingly designed to serve as a catalyst for high-performance, sustainable growth within the wine and spirits industry. We constantly redefine our events solutions and content to ensure we align with the needs of industry members who place their trust in us”,* he adds.

#### Two major events are back

**Wine Paris & Vinexpo Paris**, the first large-scale, international exhibition in 2024, will take place from 12 to 14 February at Paris Expo Porte de Versailles. The fifth edition will be marked by enhanced international exhibitor attendance – with an extra hall, 72% rise in floor space and nearly 50 countries taking part – along with an umbrella theme #MORE, which will colour all of the live content featuring in the ON! programme. For the first time, 2024 will see attendance by new product categories with beers, ciders and no-lows making their debut appearance in the Craft Pavilion as part of Be Spirits.

Changing continents, another very popular event, **Vinexpo Asia**, is becoming annual and returns to **Hong Kong** from 28 to 30 May 2024. After a successful event in Singapore last May, the 2024 Hong Kong iteration will grow in scope with a global selection of wines and spirits presented by 1,300 exhibitors. The tempo set by the business meetings, attendance by key institutional players across the region and the razor-sharp focus of the Vinexpo Academy programme are all designed to fuel interest among industry members keen to expand trade in wines and spirits in Asia.

As part of its alliance with Bettane+Dessèauve, Vinexposium is co-hosting the B+D **Grand Tasting** on 27 May 2024 in **Hong Kong**, a day ahead of the opening of Vinexpo Asia. This festival of fine wines adds an extra layer of interest to Vinexpo Asia by welcoming both connoisseurs and professionals.

#### A new start for Vinexpo America

Starting in 2024, Vinexposium is ramping up its development in the United States, the world’s leading wine importer country in value terms, by taking over direct management of **Vinexpo America** scheduled to take place on 24 and 25 June 2024 at the Javits Center in **New York**. The initiative will allow the group to leverage its network across the region and grow its foothold in this key market for wines and spirits. It also opens a new chapter in the history of the group in North America.

## Two events that maintain their focus

**World Bulk Wine Exhibition (WBWE)** pursues its mission among the bulk wine and spirits community with its traditional autumn gathering on 20 and 21 November 2023 in **Amsterdam**. This benchmark event for the international bulk market will provide numerous opportunities for business and a robust programme of masterclasses.

**Vinexpo India** continues to grow and will be holding its third edition from 7 to 9 December 2023 in **New Delhi** jointly with SIAL India at the IICC (India International Convention & Expo Center). This new convention and exhibition centre is considered to be India's largest and the change of venue underscores the group's determination to consolidate and premiumise its annual event on the Indian continent.

## The business conventions offering precision business solutions

From 17 to 20 September 2023, **Vinexpo Explorer**, the touring, immersive event designed by Vinexposium to introduce major international buyers to a producer region, will be travelling to **Quebec**. The fourth chapter of Vinexpo Explorer will be the first to focus on spirits. Around thirty prominent international buyers will take a deep dive into the world of Quebec craft distilleries through an intensive programme of tastings, visits, dinners and business meetings.

The following month, Vinexposium will be heading for a high-potential Asian market, hosting the **Vinexpo Meetings Korea** from 4 to 6 October 2023 in **Seoul**. The highly qualified business convention has been exclusively designed for South Korean buyers. With a strategic partnership with the Korean Wine and Spirits Importers' Association (KWSIA) providing invaluable input, Vinexpo Meetings Korea will be helping its customers conquer Asia's most promising market.

## The V d'Or, the launch of Vinexposium's first Business Awards

*"To promote the projects and achievements that build performance, responsibility and community spirit within today and tomorrow's wine and spirits sector"* is how Vinexposium defines the mission of its V d'Or scheme. The awards ceremony is due to take place on 11 February 2024 in Paris on the eve of the official opening of Wine Paris & Vinexpo Paris 2024. The first Business Awards by Vinexposium will recognise the most ambitious and responsible initiatives in the global wine and spirits industry. Professionals have until 1 October to submit their online applications and to join the voters' panel.

## International focus

- 17-20 September 2023: Vinexpo Explorer in *Quebec*
- 1 October 2023: application deadline for the V d'Or applications
- 1 October 2023: application deadline to join the V d'Or panel
- 4-6 October 2023: Vinexpo Meetings in *South Korea*
- 20-21 November 2023: World Bulk Wine Exhibition (WBWE) in *Amsterdam*
- 7-9 December 2023: Vinexpo India in *New Delhi*
- 11 February 2024: V d'Or Night in *Paris*
- 12-14 February 2024: Wine Paris & Vinexpo Paris
- 27 May: Bettane+Desseuve Grand Tasting in *Hong Kong*
- 28-30 May 2024: Vinexpo Asia in *Hong Kong*
- 24-25 June 2024: Vinexpo America in *New York*

*“Vinexposium’s new calendar of events demonstrates the unparalleled strength of a group which devotes its energy to the wine and spirits industry at international level. It is a source of pride to see the group’s leading events grow and thrive and to help roll out ‘flying’ events which offer a very targeted response to market needs”, stresses Christophe Navarre, chairman of the Vinexposium board.*

**For more information, please visit [vinexposium.com](http://vinexposium.com)**

#### **About Vinexposium**

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at 10 events a year, and its community every day of the year at [vinexposium365.com](http://vinexposium365.com), Vinexposium is the industry’s ally, geared to developing its sales reach.

**Vinexposium, creating momentum**

#### **Vinexposium Press Officer**

[camille.malavoy@vinexposium.com](mailto:camille.malavoy@vinexposium.com) / +33 6 31 00 50 41

#### **Press Office France**

Jérôme Saczewski – Laurence Bachelot – Charlène Brisset – Lisa Amghar

Tel: +33 1 42 93 04 04

Muriel Nicolas – +33 6 07 08 36 61

Email: [vinexposium@clccom.com](mailto:vinexposium@clccom.com)