



PARIS

## PRESS RELEASE

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### **VINISUD and VINOVISION PARIS connect and create a vision for the future, combining their skills for their respective 2018 events**

In 2018, VINISUD (World of Mediterranean Wines) and VINOVISION PARIS (The International cool climate wine exhibition) are combining forces and organizing both events jointly, providing an improved response to the needs of the French and international wine trade.

#### **Serving industry interests**

At a time when a growing number of trade shows raises issues for the industry, VINISUD and VINOVISION PARIS are combining their skills in response to the legitimate demands of wine industry members. Following the acquisition of Adhesion Group by Comexposium, VINISUD and VINOVISION PARIS intend to leverage their synergies and create a unique opportunity for members of the wine business to connect over a one-week period, beginning next year.

Over 8 days, the industry will live and breathe wine at three successive events across France:

- VINOVISION PARIS from February 12<sup>th</sup> to 14<sup>th</sup> 2018 at Paris expo Porte de Versailles showground
- The WWM GLOBAL business meetings, hosted from February 14<sup>th</sup> to 17<sup>th</sup> 2018 at the 5-star Hôtel du Collectionneur in Paris
- VINISUD from February 18<sup>th</sup> to 20<sup>th</sup> 2018 at the Montpellier showground

#### **Joining forces**

By bringing together all Southern and Northern wine regions, VINISUD and VINOVISION PARIS are creating a world class event serving the interests of the entire wine industry. By joining forces, both shows will retain their unique positioning whilst allowing the attending wine regions and businesses to ensure a higher profile for their distinctive identities. The synergies and complementary propositions afforded by VINISUD and VINOVISION PARIS involve not only joint organisation and pooling of strengths, but also sales and PR activities. Details of these will be announced later in November 2017.

#### **A vision of the future**

By offering an exhaustive proposition for buyers, where one period of events becomes the focal point of the wine calendar, VINISUD and VINOVISION PARIS have a single-minded objective which is to respond with even greater relevance to the issues faced by buyers, exhibitors and visitors. The boards of both shows continue to work hand in hand with Comexposium and Adhesion Group to build this joint strategy for 2018 but also for 2019 and beyond.

## For further information

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## About VINISUD

VINISUD, the World of Mediterranean Wines, is an international benchmark exhibition for wines produced around the Mediterranean. The 14th edition will take place from 18 to 20 February 2018 at the Parc des Expositions in Montpellier. VINISUD and its tight-knit, dedicated and dynamic team aims to serve all the sector's stakeholders, at all times. Over 30,000 international visitors representing 70 nationalities attend the show, including 400 international buyers recruited by VINISUD and Sud de France as part of the International Business Forum. There are 1,650 exhibitors with attendance by all Southern marketing boards and countries around the Mediterranean.

[www.vinisud.com/en](http://www.vinisud.com/en)

## About VINOVISION PARIS

VINOVISION PARIS is the 1st international cool climate wine exhibition, dedicated to professionals. It represents all the French cool climate wine trade associations. VINOVISION PARIS answers the need for a convivial wine trade exhibition: showcase your wines and your brands in central yet congenial marketplace, and grow your business and raise your profile with industry buyers. Ideally located in Paris, the exhibition proposes a fresh take on cool climate wines;

[www.vinovisionparis.com](http://www.vinovisionparis.com)