

Press release

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VinoVision Paris

A convincing first edition in 2017

The first edition of VinoVision Paris, held from 12 to 14 February 2017 at Paris expo Porte de Versailles, has fulfilled its promise. The much-awaited trade show, organised by the four French wine-growing regions of Alsace, Burgundy, Champagne and the Loire Valley, received an excellent welcome from all of the sector's market figures.

More than 3,300 visitors came to meet 400 exhibitors during the 3 days of the show. Out of these visitors, 17% were from outside France, mainly from the USA, Britain, Belgium and Germany, but also from South Korea, Japan, China and Canada. Professionals from wholesaling, wine retail, import/export and mass retail all turned out in force at VinoVision Paris.

In the words of Pierre Clément, the Chairman of the Association for Cool-Climate Vineyards, "there is a feeling of widespread satisfaction in the aisles and VinoVision has asserted itself as the new wine event to be reckoned with over the coming years."

Paris, a powerful location, a major asset

Through its reputation and geographical location, Paris is a key platform from which to reach out to the world. Antoine Levrat, export zone manager at Alliance Loire, said: "The show offers easier access to foreign buyers in particular for export. It is obviously much easier to get them to come to Paris."

With its accessibility, a concentrated offering, perfect dates in the calendar and providing insight into trends, VinoVision Paris has proven that it has all the right qualities to become a major trade show for the wine profession.

Joël Falmet, a winegrower from Champagne, commented, "With VinoVision Paris, France now has a trade show in Paris that can hold its own alongside large and well-known exhibition halls. This show was of sufficient scale, the visitors were of excellent quality and the organisation was extremely professional (glass washing, reception, signage). All of this enabled our winegrowers exhibiting here to make some excellent contacts, develop their customer loyalty and open up new markets beyond their wildest expectations."

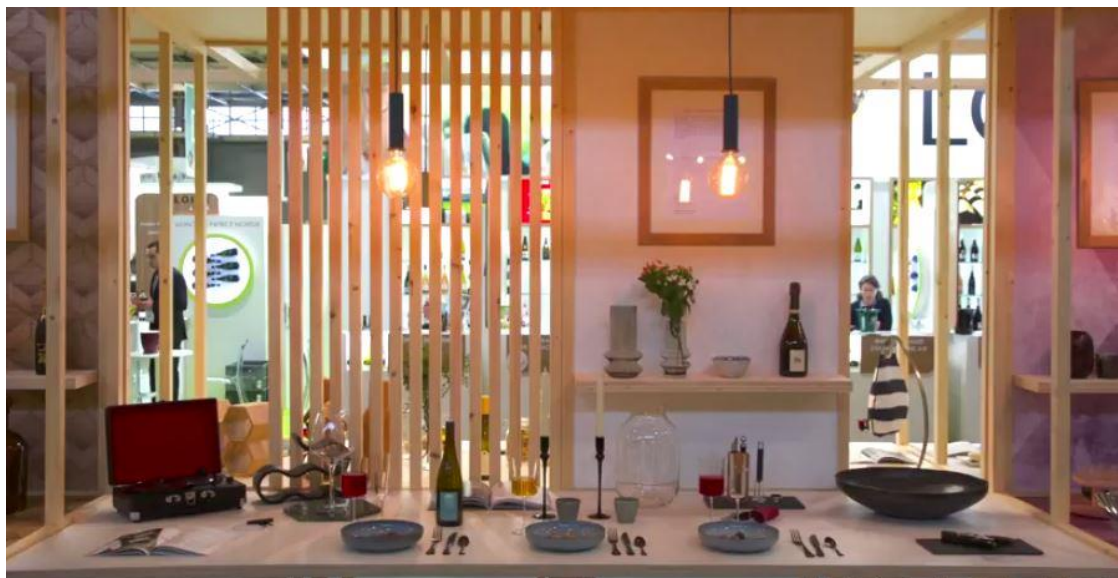
A truly modern show

Pleasant, clear and welcoming; the VinoVision Paris environment was highly conducive to encounters between exhibitors and visitors.

The free-to-visit "Tasting Avenue" provided a forum for dialogue between industry professionals. Christopher, a buyer from New York, voiced his opinion that from an American point of view, "France is and always will be the land of great wine. What we can't find in North America, we will unquestionably find in France, such as an excellent Sauvignon blanc from the Loire Valley." Several metres away in the Burgundy sector, Nicolas, who has worked for 22 years in wine to the UK, was impressed. "I have discovered some very interesting wines and if I can help some of these producers to export their products, then that would be fantastic."



This first edition was a convincing event, with a modern look and an innovative mind set. Looking towards the future, VinoVision Paris also scored a hit through its original partnership with the trend forecasting agency NellyRodi. The OMNI Trendbook, brought to life on site on the Trend Forum, offered pointers and indicators to understand and anticipate the behaviour of Millennials in their approach to wine drinking.



Next stop 2018

Exhibitors and organisers alike are already making plans for the next edition of VinoVision Paris. "Our main objectives will be to achieve a balance between all the French cool-climate wine growing regions, and to develop into other countries," stated Valérie Lobry, division director at Comexposium.

Make a date in February 2018 for the second edition!

About VinoVision Paris

The first-ever trade show for cool-climate wines, VinoVision Paris offers a new perspective on wine, drawing inspiration from the expectations of French and international buyers and proposing ways of catering to changes in consumer patterns.



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