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Vinitech-Sifel Returns to Bordeaux With a Push to Attract 40,000 Industry Participants

Organizers are pitching the trade fair as a face-to-face marketplace for winegrowing, arboriculture and vegetable production businesses seeking buyers.

Wednesday, June 24, 2026



Vinitech-Sifel, a trade fair focused on winegrowing, arboriculture and vegetable production, will return to Bordeaux from Dec. 1 through Dec. 3, 2026, as organizers seek to draw exhibitors and buyers in a market they describe as fast-changing.

The event is being promoted as an international meeting place for industry professionals and is expected to bring together 40,000 French and overseas participants, according to the organizers. They said the fair is aimed at companies looking for direct contact with buyers and other sector professionals with active business projects.

Organizers said the three-day program will center on face-to-face meetings, live demonstrations and prearranged appointments designed to help exhibitors identify commercial opportunities and raise their visibility in the market.

The fair serves businesses tied to vineyard production as well as fruit-growing and vegetable-growing operations, reflecting the broader agricultural scope that has long defined Vinitech-Sifel in Bordeaux.

Alongside its exhibitor campaign, the event has opened accommodation booking options for attendees traveling to Bordeaux for the December gathering. Organizers are also inviting companies to discuss stand reservations and other visibility packages ahead of the show.