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Global wine and spirits industry gathers momentum at Wine Paris & Vinexpo Paris 2024

Charting the future of wine and spirits on a global stage

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Rodolphe Lameyse, Vinexposium CEO

As the curtains closed on the 5th edition of Wine Paris & Vinexpo Paris on February 14th, the wine and spirits industry demonstrated its resilience and adaptability in the face of economic challenges, turning potential hurdles into strategic opportunities. This

year's event not only solidified its role as a pivotal business hub but also underscored its influence as a platform for shaping global business and political landscapes.

The 2024 edition marked a turning point for the wine and spirits sector, with Wine Paris & Vinexpo Paris driving sustainable economic momentum. The expo saw an impressive turnout of 4,074 exhibitors, a 53% increase in international participation, representing 48 wine-producing countries. This diversity and expansion underscored the event's growing appeal and international reach. Visitor numbers surged by 14% compared to the previous year, reaching 41,253, with 41% of attendees coming from 137 different countries, showcasing the event's expanding influence and reach.

Vinexposium's commitment to commercial development was evident in the 30% increase in attendance by major buyers from key markets. Italy, Belgium, the United Kingdom, the United States, and Germany were the most represented countries after France. The "matchmaking" service also reached a new performance milestone, facilitating 10,146 online meetings between producers and buyers, fostering connections and opening doors to new business opportunities.

Under the high patronage of Mr. Emmanuel Macron, President of the French Republic, Wine Paris & Vinexpo Paris was graced by the presence of three ministers and 27 ambassadors from countries including the United States, Italy, Portugal, Japan, Austria, Spain, Switzerland, China, New Zealand, and Australia. The opening ceremony featured speeches by the Minister of Agriculture and Food Sovereignty, Marc Fesneau, and the Secretary of State for Public Accounts, Thomas Cazenave, alongside Vinexposium's General Manager, Rodolphe Lameyse. Their collaborative tone highlighted the event's strategic role in unifying the sector, fostering idea exchange, and tackling current challenges while focusing on a sustainable future. The significance of international trade and the need for collaborative efforts to navigate geo-economic risks were also emphasized.

The visit from Frank Riester, Secretary of State for Foreign Trade and Economic Attractiveness, on the third day, highlighted the event's role as a showcase for French wine and spirits exports and their significance in the country's export trade balance.

The International Organisation of Vine and Wine (OIV), in collaboration with Vinexposium, endorsed the scientific sessions of the ON! Program. This provided a valuable platform for the OIV to engage with numerous international sector authorities over the three days, fostering dialogue and collaboration.

The ON! and OFF programs saw increased success, with the former enriching sector dialogue through 126 sessions and presentations at exhibitor stands. Paul Robinson, a wine director, noted the program's importance in balancing business appointments with engaging roundtables. The OFF program offered 200 selected restaurants and bars across Paris for attendees to continue their discussions in a relaxed setting, adding an essential social dimension to the business dealings of the day.

Be Spirits expanded its reach in 2024, setting a record with participants from 26 countries, a 47% increase in exhibition space from 2023, and nearly 200 exhibitors, 54% of whom were new participants. The dedicated pavilion for spirits, non-alcoholic beverages, beers, and ciders drew global buyers and mixologists, with a rich program of debates and masterclasses to explore revolutionary products and address future commercial challenges together.

As Wine Paris & Vinexpo Paris 2024 concludes, it paves the way for the sector's upcoming events over the next 12 months, including Vinexpo Asia in Hong Kong, Vinexpo America in New York, Vinexpo India in Mumbai, and the World Bulk Wine Exhibition (WBWE) in Amsterdam, offering continuous opportunities for growth, learning, and networking within the wine and spirits industry.