Wine Paris 2025: Set to Elevate Global Reach with Dedicated Pavilions

International Wine & Spirits Industry Embraces Wine Paris

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Marc Fesneau, French Minister of Agriculture during the presentation of the last edition of 2024.

Wine Paris 2024, the flagship event organized by Vinexposium, showcased its international prominence in February, attracting over 4,000 exhibitors from 48 wine-producing countries. This event saw a remarkable 53% increase in international

exhibitors and an impressive 41% international visitor rate from 137 countries. The growing influence of Wine Paris extends far beyond European borders, reflecting a deeper commitment from key players in the global wine and spirits industry as they look ahead to the sixth edition in 2025.

The upcoming 2025 exhibition promises to enhance its international appeal with three dedicated pavilions for international producers. Pavilion 4, centrally and strategically located, will serve as the focal point for a diverse array of international products. Italy's overwhelming demand since 2023 ensures it will occupy an entire pavilion (Pavilion 6) once again. The spirits and craft beverages section, which includes beers, ciders, and low or no-alcohol options, is becoming increasingly international with over 50 exhibitors from 13 countries already registered in Pavilion 5. Meanwhile, the three levels of Pavilion 7 will host all of France's wine regions, underscoring their unwavering commitment to the exhibition's success.

Over the years, Wine Paris has expanded its international appeal, attracting a growing number of high-level and increasingly qualified international buyers. This economic and commercial growth is complemented by institutional and media attention, as evidenced by the succession of ministers and ambassadors, and support from national and international wine and spirits organizations. These developments underscore the industry's role as a leverage tool for countries and a pillar of international diplomacy.

As part of its natural evolution, Vinexposium's iconic exhibition is solidifying its international positioning and affirming its identity under the Wine Paris brand, marking a new chapter in its history. Rodolphe Lameyse, CEO of Vinexposium, highlighted this strategic shift: "Since 2020, the international reach of Wine Paris has been a cornerstone of its development. The exhibition now fully delivers on its promise and confirms its role as the must-attend business meeting. It is our responsibility to support the industry in addressing global challenges primarily caused by geopolitical tensions, environmental issues, and changing consumption patterns."

Wine Paris 2024 has firmly established its significance and allure in the international wine and spirits landscape. The event sets a precedent for future editions, reinforcing its status as a reference point in the sector. The continuous growth in both the quantity and quality of international participants highlights Wine Paris's role as a pivotal

platform for business and networking in the global wine and spirits community. As the event moves forward, it remains poised to support and adapt to the evolving needs of the industry, further cementing its position as a cornerstone of international wine and spirits exhibitions.