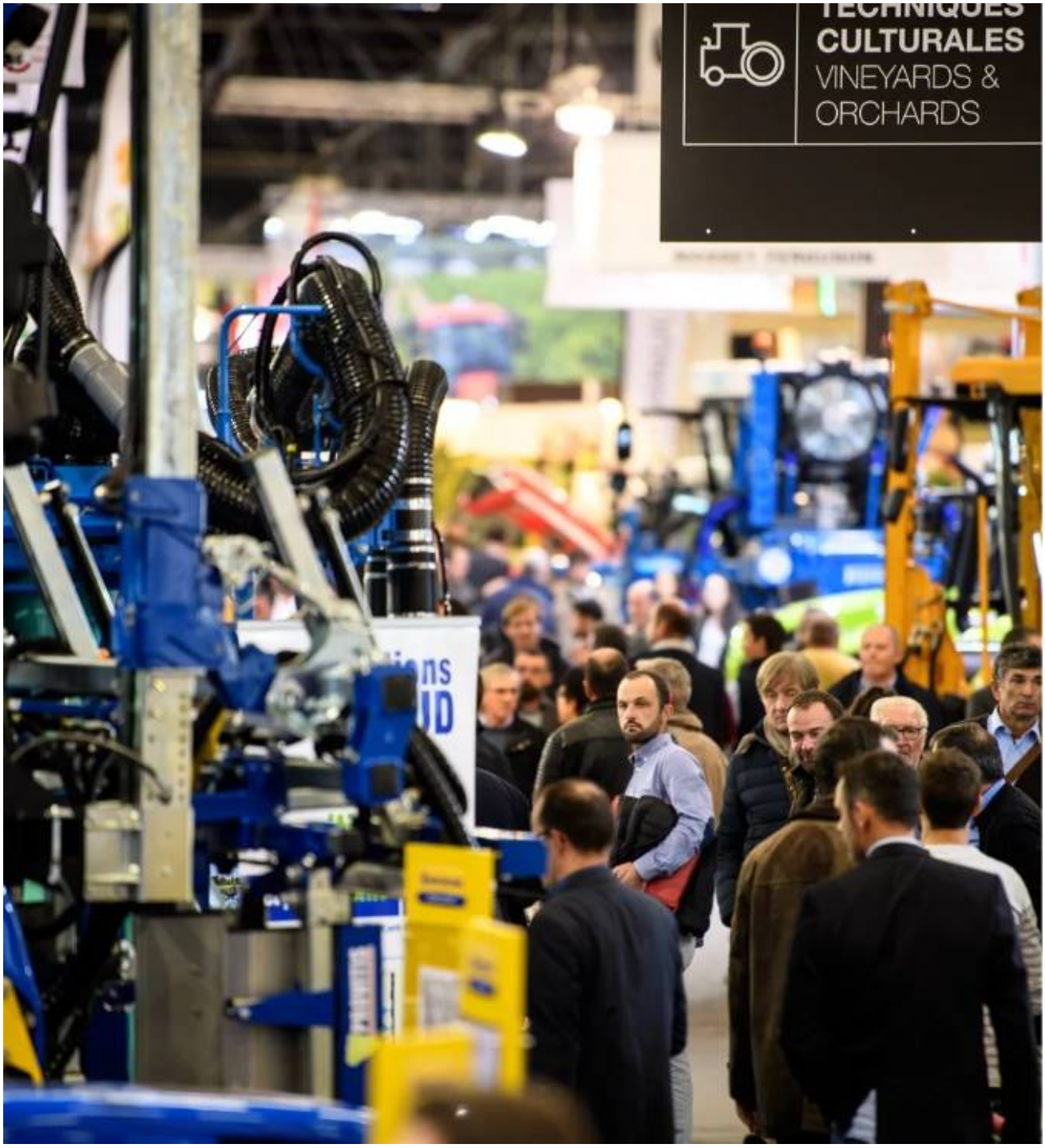
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# Future of Wine: Vinitech-Sifel Showcases Latest Tech

## Over 45,000 Wine Professionals to Converge on Bordeaux

Wednesday, September 4, 2024




As one of the most influential global fairs in the winegrowing, arboriculture, and horticulture sectors, **Vinitech-Sifel** will celebrate its 2024 edition from November 26 to 28 in Bordeaux, France. This year's event promises to be a milestone not only due to its sheer scale—attracting over 850 exhibitors and 45,000 professionals from around the world—but also because it marks the first edition under the leadership of Bernard Farges, president of the French National Interprofessional Wine Committee. Designed in close collaboration with key industry figures, this year's edition will offer a complete

showcase of solutions and innovations tailored to addressing the current challenges facing the wine industry.

One of Vinitech-Sifel's core objectives is to bring together a comprehensive global offering for the industry, making it a must-attend event for professionals in viticulture and related sectors. With 85% of exhibitors already confirmed months ahead of the event, anticipation is high. The fair will span 70,000 square meters and be organized into five main exhibition areas: Cultivation Techniques, Winery Equipment, Bottling and Packaging, Services and Training, and a new Commercialization zone. This new zone is one of the key innovations for the 2024 edition, designed to give visibility to companies specializing in distribution and logistics, including communication agencies, consultants, and transport companies. The inclusion of this sector reflects a growing demand from professionals seeking more efficient solutions for marketing and distributing their products in increasingly competitive markets.

To enhance the visitor experience, Vinitech-Sifel will offer six thematic pathways, guiding attendees through topics of specific interest: organic production, decarbonization, sparkling beverages, beer, fruits and vegetables, and spirits. These curated routes will allow participants to focus on the areas most relevant to their needs, facilitating access to the latest innovations and information tailored to each segment.

## Innovation at the Forefront

Innovation has always been a hallmark of Vinitech-Sifel, and the Innovation Trophies—one of the event's most anticipated highlights—are a testament to that commitment. For the 2024 edition, over 80 entries have been submitted, promising a particularly enriching competition. The winners will be announced on September 9 and will be recognized across four categories: Cultivation, Packaging, Processing, and Services and Commercialization. This year, the addition of the Services and Commercialization category underscores the growing importance of efficient market strategies in the wine sector's value chain. For the first time, the competition is open not only to exhibitors but to all stakeholders in the industry, encouraging broader participation and showcasing a wide array of cutting-edge developments shaping the

future of the industry.

The fair will also feature the "Village Start-up," a dedicated space for emerging companies in the viticulture and horticulture sectors. This initiative is designed to support young talent, offering start-ups a platform to present their technological innovations to a professional audience eager to modernize production and distribution methods. By fostering an environment that supports fresh ideas and disruptive solutions, Vinitech-Sifel reinforces its role as a forward-thinking event that embraces the future of the industry.

In addition to the exhibition, Vinitech-Sifel will host an extensive program of conferences and forums, bringing together experts to discuss some of the most pressing issues facing the industry today. Topics will range from ecological transitions and crop diversification to climate change and the economic challenges impacting both wine production and fruit and vegetable farming. More than 70 conferences will be organized around five key themes: Diversification, Transition, Innovation, Commercialization, and Wine & Society. These forums will feature specialists from around the world, offering attendees valuable insights and knowledge on the trends shaping the future of the wine and agricultural sectors.

One of the standout events in the conference program will be the "Future Crop Day," held on November 28. This day-long event will focus on emerging crops such as berries, kiwis, olives, and hops, all of which offer promising opportunities for diversification. Organized in collaboration with Invenio and the Chamber of Agriculture, Future Crop Day will feature two conferences and eight technical workshops, exploring best practices and market opportunities for these crops. As diversification becomes an increasing priority for many farmers, this event will provide an important platform to explore new productive avenues in an evolving agricultural landscape.

Innovation will be a central theme throughout the conference program. Among the key topics are advancements in oenology, climate-resilient grape varieties, non-alcoholic and low-alcohol wines, and sulfite-free wine production. These discussions reflect the current concerns of wine industry professionals, who are seeking to adapt to changing market demands and the evolving conditions of wine production.

## Attracting International Buyers

Vinitech-Sifel has launched an ambitious plan to attract international buyers, particularly from markets with high investment potential. This initiative includes promotional efforts in 32 countries, including China, Croatia, Georgia, Moldova, Uzbekistan, and Cyprus, with the goal of attracting major buyers from the wine, arboriculture, beer, and horticulture sectors. A tailored program will be offered to these buyers, granting them access to exclusive events and personalized services through the Club VS initiative, further enhancing the fair's global reach.

One of the most exciting new services at the 2024 edition will be the "Export Destination" space. This service is designed to help producers expand into new international markets by providing expert advice on exporting their products beyond national borders. The space will feature 15 national pavilions, each staffed by market-specific experts offering in-depth information on the opportunities available in various regions worldwide. For producers looking to grow their presence abroad, this initiative will provide invaluable guidance on navigating the complexities of international trade.

To facilitate attendance and maximize efficiency, Vinitech-Sifel has introduced a new online platform and mobile application. These digital tools will allow attendees to manage appointments, register for conferences, access the list of exhibitors, and create personalized agendas. Additionally, the app will feature networking tools to help participants forge new professional connections and strengthen their industry networks.

Vinitech-Sifel 2024 is shaping up to be an essential event for those interested in the latest innovations and trends in the wine, arboriculture, and horticulture sectors. With a comprehensive offering of technological, commercial, and export solutions, the fair promises to provide valuable insights into the future challenges and opportunities facing these industries. Whether you are a producer, distributor, or service provider, the 2024 edition of Vinitech-Sifel will offer a unique opportunity to connect with the global community, explore groundbreaking innovations, and chart a path toward a sustainable and prosperous future for the industry.