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Wine Paris to Set New Records in 2025

Increased international participation with 4,600 exhibitors and 50,000 professionals expected

Tuesday, December 3, 2024



Wine Paris 2025 will take place from February 10 to 12 at the Porte de Versailles exhibition center in Paris, solidifying its position as one of the most important events in the global wine and spirits industry. Rodolphe Lameyse, CEO of Vinexposium, highlighted the significance of this edition during a presentation on November 27, emphasizing its role as the largest professional trade show held in Paris. Lameyse noted that in a time of economic crises, shifting consumer patterns, and the ongoing impact of climate change on production, the industry relies on platforms like this to

connect, discuss, and plan for the future.

The 2025 edition is set to feature 4,600 exhibitors and expects to attract 50,000 professionals from 140 countries. The space allocated for international exhibitors will increase by 64% compared to the previous year, spanning three full pavilions. Italy, the world's largest wine producer, will double its representation with a dedicated pavilion. Spain, Portugal, and South Africa will also have significant presences. France will remain central to the event, with expanded areas showcasing its wine-producing regions.

The spirits sector, represented by the Be Spirits area, will also play a prominent role. This segment, launched in 2020, will host 218 exhibitors, a 39% increase from 2024, with strong international representation from 31 countries. Emerging trends will be spotlighted, including No/Low alcohol products, beers, ciders, and ready-to-drink beverages (RTDs).

Wine Paris 2025 will offer over 100 conferences led by 250 industry experts and various events focusing on key topics such as sustainability, digitalization, and knowledge sharing. One of the highlights will be the V d'Or gala, recognizing outstanding initiatives within the industry. Beyond the exhibition center, the Off program will extend the event's experience, involving around 100 restaurants and bars across the French capital.

The strategic vision for Wine Paris 2025 is to strengthen its standing against other major international events like ProWein in Germany, with a focus on innovation, a diverse exhibitor base, and broad international outreach.