



Press release

VINEXPO HONG KONG TO TAKE PLACE 8-10 JULY 2020

Bordeaux, 2 March 2020 – In light of the current COVID-19 (Coronavirus) situation, Vinexpo Hong Kong scheduled from 26-28 May 2020, has been postponed until 8-10 July 2020. The organisers are responding to direct exhibitor feedback requesting the change and seeking to provide the best conditions for all to support the industry's business development in Asia-Pacific. The event will be held in the same venue, the HKCEC (Hong Kong Convention & Exhibition Centre), and will offer a key business platform and critical thought-leadership at a time of economic recovery.

The response of the industry was clear that Vinexpo Hong Kong should be rescheduled but remain in the first half of 2020. This was to mitigate the health and safety risks, but continue to allow for a meeting point as soon as possible, so exhibitors and attendees would have the opportunity to reinvigorate activity in the region.

"We are pleased to serve such a close-knit community that was able to tell us exactly what they need as an industry. We are doing everything in our power to make the rescheduled Vinexpo Hong Kong 2020 a must-attend event in Asia-Pacific," stresses Vinexpo's CEO, Rodolphe Lameyse.

A significant portion of companies have confirmed their participation on the new dates, and a large number of countries and regions will be represented, including loyal attendees such as Chile, Argentina, South Africa and the major French wine regions, and newcomers such as Uruguay, Lebanon and Syria.

"These new dates in July are very good news. We all need an economic rebound and Vinexpo Hong Kong is without any doubt the most reliable lever," reacted Guillermo Beltramin, Export Manager Asia at Emiliana Organic Vineyards.

"Vinexpo Hong Kong is a key business event in Asia, so we welcome the postponement to 8, 9 and 10 July, which will enable us to reconnect with our customers and energise end-of-year sales," commented Philippe Castéja, Chairman of Borie Manoux.

"We will definitely maintain our presence at Vinexpo Hong Kong next July. Due to its importance for the wine sector, Vinexpo will be our best platform to ensure the upturn of our business in Asia-Pacific," added Carmen Fernandez, Exhibition & Events Coordinator for Navarro Lopez.

For the first time this year, Vinexpo Hong Kong will also host the "Be Spirits" area dedicated to spirits and mixology, launched last month at Vinexpo Paris. Vinexpo Hong Kong will also provide an enhanced programme of conferences, masterclasses and tastings, as well as its WOW! World of Organic Wines theme, which features organic and biodynamically certified wines in a single area.

About Vinexpo

In an initiative spearheaded by the Bordeaux-Gironde Chamber of Commerce and Industry, VINEXPO came into being in 1981 and today is the leading events organiser in the wine and spirits sector. In 39 years, Vinexpo has gained a unique understanding of the market and gathered a huge global network of influential distributors. The brand now organises events in five cities worldwide (Bordeaux, Hong Kong, New York, Shanghai and Paris), in addition to a roadshow, Vinexpo Explorer. Every year, the group also publishes one of the most exhaustive market studies on global wine and spirits consumption: the Vinexpo/IWSR report.



Vinexpo has obtained ISO 20121 certification. Vinexpo runs a CSR (Corporate Social Responsibility) initiative through a number of measures aimed at reducing its environmental impact and optimising local, social and economic benefits. Vinexpo is demonstrating its commitment to group-wide performance by ensuring its business is managed in compliance with ISO 20121 certification on “Event sustainability management systems”.

For more information, visit Vinexpohongkong.com
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