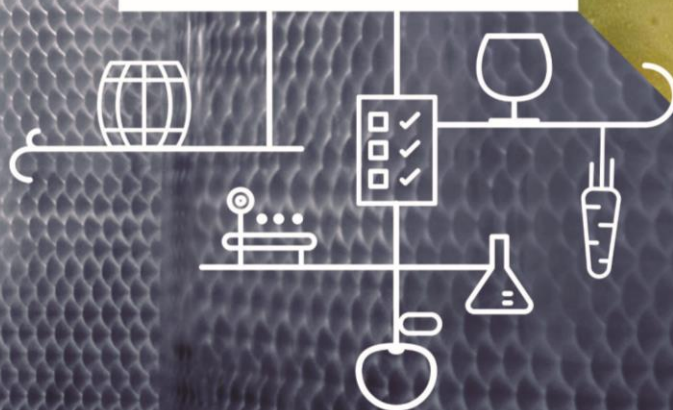




VINITECH SIFEL

LE SALON MONDIAL
vitivinicole.arboricole.maraîcher



20 - 22
NOVEMBRE
2018
BORDEAUX

**DOSSIER
DE PRESSE**
PRESS KIT

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PRESS KIT

VINITECH-SIFEL THE GLOBAL EVENT FOR INNOVATION

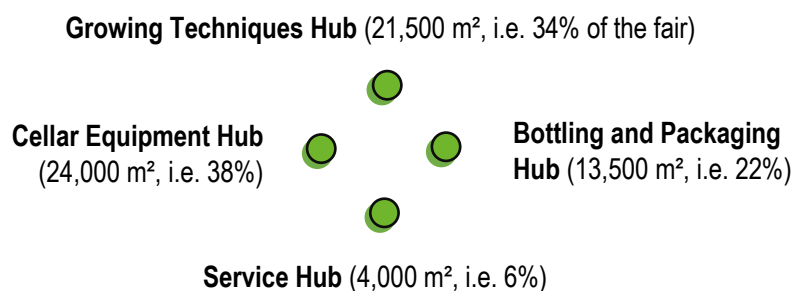
850 exhibitors and over 45,000 visitors are expected for the 21st edition of Vinitech-Sifel on 20, 21 and 22 November. In light of the current technical, economic, environmental and societal challenges, this international biennial is THE place to be for professionals in the wine-growing, arboricultural and market-gardening industries: this unmissable event spanning 65,000 m², showcases global innovation, acts as a meeting place for exchanges and acts as a business catalyst.

Designed by and for professionals, Vinitech-Sifel 2018 uses thematic exhibition hubs and visit trails to help visitors explore the offerings. The fair highlights excellence in innovation with the Vinitech-Sifel Innovation Trophies and 6 other competitions, while the Start-up Area brings professionals together for over 65 conferences. In addition, visitors will make new contacts at the Business Meeting events designed to create business opportunities.

VINITECH-SIFEL ... 3 DAYS WITH A 360° PERSPECTIVE!

From 20 to 22 November, all the latest international developments in the wine-growing & fruit and vegetable sectors will be on show at the Bordeaux Exhibition Centre.

Featuring 1,200 brands, the offerings are divided into 4 Business Hubs:



Vinitech-Sifel 2018 facilitates the visitor experience with several themed tours:

- **3 visitor trails:** “**Fruit and Vegetables**”, “**Organic**”, and “**Spirits**” offer a clearer, cross-functional view of the offerings.
- **The Ecophyto and Agroecology Area:** this exhibition area for equipment and practices is also an open forum that supports producers in their quest to improve their practices.
- **The Techno Show Area:** 3 days of equipment and machine demonstrations and tests let participants try and approve the offerings before they invest.
- **Training and jobs** take main stage in the Job Sphere, an area co-organized with Vitijob.com in partnership with APECITA, (upon pre-registration). Twenty companies and recruitment agencies, along with some twenty schools and training organisations will guide young people or candidates seeking professional transition. On the agenda: customized advice and job dating and job training events.

VINITECH-SIFEL, INNOVATION HUB

For forty years, innovation has been at the heart of Vinitech-Sifel. As an international showcase for manufacturers' latest advances and as a driver of innovative solutions (represented by the contest winners), the fair reflects the power of the changes affecting the sectors and plays a vital role by increasing their ability to adapt to these transformations. The **Meeting and Innovation Hub** for this 21st edition and its space dedicated to new solutions illustrates this reality.

► **The 21st Vinitech-Sifel Innovation Awards:** more than just a simple award, these trophies awarded to suppliers of equipment, processes and techniques constitute a genuine acknowledgement by the sector and provide a strong sales and marketing boost. From some sixty entries this year, the experts of the Scientific and Technical Committee chose the much-awaited winners on 6 September. *See the winners on the following pages and on the website: www.vinitech-sifel.com*

► Spotlighting the dynamic nature of R&D in the wine-growing sector: the **Wilaaw competition**, for designers of labels for wine and spirits and the **International Wine in Box Competition** (CIWIB), the only international competition exclusively dedicated to wine packaged using bag-in-box systems.

► Honouring inventive young companies that undertake new initiatives: discover these companies in the **Start-Up Area** and in three competitions: the **2018 Grand Innovation and Development Prize sponsored by the Académie Amorim** for young entrepreneurs proposing an innovative wine-related project, the **Trophée Oenovation® Trophy** in partnership with the Bordeaux Montesquieu Technology Park and the **Vinalies® Nationales** competition organized by the Union of French Oenologists.

► **The Vinipack colloquium** will be hosted at the fair for the second time. An event for sharing and discovering all the latest packaging innovations, organized by the Atlapack cluster and the network of packaging manufacturers from the Nouvelle Aquitaine region, in partnership with the Inno'vin cluster.

VINITECH-SIFEL ENCOURAGES EXCHANGES TO FOSTER INNOVATION, UNDERSTANDING

As a driver of new challenges, Vinitech-Sifel is also a major medium for discussion, debate and meetings for all stakeholders in the industries. In the framework of the Meetings and Innovations Hub, the fair will gather numerous experts around 65 conferences and forums, with simultaneous interpretation for certain events. Key topics for branches and cross-cutting issues for the wine-growing and fruit & vegetable sectors will be explored. 15 forums will be devoted to discussions on the vital topic of agroecology: alternative practices, automation and imaging, resistant grape varieties, corporate standards, etc.

Delphine Demade explains: “*Our fair is seen as a pluralistic platform for exchange. It enables all visitors, regardless of the size of their business or farm and whatever their production, to find their place and discover the advances that will improve their practices on a daily basis. Vinitech-Sifel must offer tailor-made solutions. This is the key message we hope to convey.*”

Sharing experiences and meetings will also be a feature of the tasting area, **Wine & Spirit Profiling**. Launched in collaboration with the French Wine and Vine Institute (IFV)¹ and with the participation of the Cognac and Armagnac Interprofessional Boards and Bordeaux Sciences Agro agricultural school, this operation aims to reveal the benefits of aroma research.

VINITECH-SIFEL, A UNIFYING EVENT AND BUSINESS CATALYST

Vinitech-Sifel has defined a strategy based on resources to generate business and ensure high-profile visitors for the manufacturers present. The aim: to consolidate its position as a leading international platform for future-oriented investments in the vine, wine, fruit and vegetable industries. For several months, the fair has been running a major promotional campaign across some sixty European, American and Asian wine-producing countries in order to attract decision-making visitors and buyers. Vinitech-Sifel proactively promotes meetings between visitors and exhibitors, creating favourable conditions for business opportunities by providing two dedicated areas for international visitors at the heart of the Meeting and Innovation Hub:

- **The Business Meeting Area** for pre-planned, targeted BtoB appointments, in partnership with the Nouvelle-Aquitaine Chamber of Commerce and Industry and the European Enterprise Network (EEN).
- **The International Village** will bring together thirty industry representatives from the countries represented at the event.
- **Technical visits to wine chateaux** organized specifically this target group in mind, alongside the fair complement this area.

VINITECH-SIFEL KEY DETAILS

Dates: 20 to 22 November

- ✓ 3 days of exhibitions, 29, 30 November and 1 December 2018
- ✓ Bordeaux Exhibition Centre
- ✓ 21st edition
- ✓ 850 exhibitors
- ✓ 65,000 m² of exhibition space
- ✓ 45,000 professionals from 70 countries

vinitech-sifel.com



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¹ Institut Français de la Vigne et du Vin, (French Vine and Wine Institute)



A COMPREHENSIVE COMMERCIAL OFFERING AND AN OPTIMIZED VISITOR EXPERIENCE

Vinitech-Sifel 2018 has organized the 65,000 m² site into 4 thematic exhibition hubs and 3 visitor trails. This dual organisational structure promotes the products, optimises the visitor experience, facilitates the identification of stakeholders and provides a clearer picture of the exhibitors' offerings in each theme.

4 hubs presenting all the new solutions for the wine-growing and fruit & vegetable-growing industries:



Growing Techniques Hub (21,500 m²)

- Traction equipment
- Soil tillage and maintenance equipment
- Nursery and plantation equipment
- Equipment for applying fertilizers
- Phytosanitary treatment
- Equipment for pruning and maintaining vines
- Harvesting equipment
- Phytosanitary products and fertilizers



Cellar and Winery Equipment Hub (24,000 m²)

- Equipment for transporting, receiving and processing harvests
- Vinification and storage vats
- Analytical appliances and laboratory equipment
- Energy, environment and hygiene
- Logistics and maintenance



Bottling & Packaging Hub (13,500 m²)

- Bottling lines
- Bottles, corks and labels
- Communication & advertising
- Services



Services Hub (4,000 m²)

- Financial consulting
- Legal consulting
- Insurance consulting
- Environmental consulting (renewable energies, energy savings, etc.)
- Marketing and communication consulting

3 VISITOR TRAILS FOR AN OPTIMAL VISIT

The visitor trails were introduced in 2016 to help visitors discover a wide variety of offerings, with 40% of the equipment exhibited dedicated to both the wine-growing industry and the fruit and vegetable sector. These visitor trails will be offered again this year with new improvements. Practical guides will be available for visitors, featuring information about the range of equipment and services on offer, and listing the different meetings and key events by theme to help visitors save time and make the most of their visit.

Three themes have been chosen in consultation with professionals:



- **The “Fruit and Vegetable” Visitor Trail:** first tested in 2016, this tour features nearly 130 exhibitors and 20 conferences on this sector.



- **The “Organic” Visitor Trail:** overarching solutions for a common challenge. The ecological transition has made this a key visitor trail. A firm favourite in 2016, this trail has been further developed to meet the specific needs of producers who are already certified, undergoing conversion or planning on converting to organic agriculture. Designed in partnership with Biofil magazine, the Gironde Chamber of Agriculture, the FRAB¹, and the SVBA¹, this trail lists the entire range of offerings that are compatible with organic production, takes in the Ecophyto and Agroecology Area and points visitors toward conferences and forums with an organic or environmental focus.



- **and the “Spirits” Visitor Trail:** the newest Vinitech-Sifel visitor trail brings together spirits producers, promoting specific solutions and fostering interaction. On the agenda: a morning event on Thursday 22 November, organized as part of the Meeting and Innovation Hub and tasting workshops presenting the benefits of aromas in the Wine & Spirit Profiling Area.



THE GLOBAL REFERENCE FOR INNOVATION AND RESEARCH

Vinitech-Sifel 2018 is a global reference for innovation, bringing together a host of promising solutions for the future to help producers increase their competitiveness and environmental performance. 85% of visitors view the fair as the place to find all the latest developments in the wine-growing, arboricultural and market-gardening sectors².

In light of the current technical, economic, environmental and societal challenges, the wine-growing, arboricultural and market-gardening industries have begun their transition towards efficient and sustainable agriculture. Yet many challenges remain. The first is the stakeholders' ability to innovate, which will determine their ability to make the unavoidable transitions, be they ecological, cultivation-related, genetic, digital, robotic or quality-oriented, etc. This exhibition provides a preview of the latest advances by equipment and machinery producers and gives an opportunity to reflect on issues of the future, while presenting the winners of 6 major competitions and a glimpse into the world of start-ups. This 21st edition is turned resolutely towards the future.

Eagerly-awaited trophies

The Innovation Trophies event is always eagerly awaited. This is true today more than ever, as the future of agriculture will be determined in part by the industries' ability to make the most of their innovative and creative resources. Visitors and journalists will be given a comprehensive overview of the innovations and will discover the most impressive technical and scientific solutions and services. The winning companies benefit from industry-wide recognition and access to a major marketing and commercial springboard. As the winners are showcased at the fair and promoted through communication materials and in the press, they are sure to make productive contacts with the investors present and the national and international media.

21ST INNOVATION TROPHIES:

SUCCESS AND PROGRESS: R&D IS ALIVE AND WELL IN THE INDUSTRY

On 6 September, the panel of experts for the Vinitech-Sifel Innovation Trophies met in Bordeaux to choose the 2018 winners of this competition of excellence in innovative equipment, processes and techniques by exhibitors from all business sectors. After reviewing some sixty contestants, **16 prizes were awarded: 1 Special Jury Prize, 6 Silver Trophies, 9 Bronze Trophies. 14 Special Mentions** were also awarded.

² Post-fair visitor survey CODHA 2016

A panel of experts and extremely selective criteria

The winners of the 21st Innovation Trophies were selected by the Vinitech-Sifel Scientific and Technical Committee. This year, the Committee was co-chaired by Christophe Riou and Pierre Gaillard and brought together a multidisciplinary panel of experts who are highly regarded within the profession: university professors, engineers from technical institutes, engineers from Chambers of Agriculture, industry representatives, etc. These specialists also included Swiss, Italian and Spanish experts.

To reach a verdict on the competing innovations, the judging panel refers to a range of precise and balanced criteria. In this way, originality, user benefits, technical and economic benefits, environmental impact, safety and ergonomics are all carefully examined. Each application is submitted for evaluation by several experts, under the supervision of a lead expert. The panel has a period of two and a half months in which to reach its verdict, when each member carries out several inspections: visits to the participating company's site, tests of the equipment, consultations with consultant experts, etc.

"This position as Chairman was a real baptism of fire for me. It was not easy to be on the other side of proceedings for the first time, but it was an exciting and very rewarding experience. Now I am looking forward to meeting and discussing with the winning exhibitors, really observing their innovations and talking with users," explains Christophe Riou.

"The many submissions prove that the stakeholders (companies of all types and sizes), suppliers and manufacturers have now fully embarked on the R&D adventure. The next step will be to encourage the generalized adoption of these solutions. Vinitech-Sifel and the Innovation Trophies play a unique role in this area as accelerators, helping the wine-growing, arboricultural and market-gardening sectors open their doors to each other and mutually benefit from the advances in each sector. It is a precious aid to convergence," states Pierre Gaillard.

Major innovation focuses

For the two Co-Presidents of the fair's Scientific and Technical Committee – Christophe Riou, Deputy Director of the IFV [French Wine and Vine Institute] and Pierre Gaillard, Director of Invenio in charge of coordinating fruit and vegetable R&D for Propulso – these Trophies confirm the commitment of these sectors to sustainable agriculture in a context underscored by the environmental and social responsibility of businesses. We can also note:

- An increase in the diversity of companies addressing the new societal and environmental issues. These companies are of all sizes (small, medium and large) and from all sectors. The Jury rewarded six international companies for their innovations: Intranox (Spain), Braun Maschinenbau (Germany), Lindner (Austria), Mollificio Bortolussi SRL (Italy), Raytec Vision SPA (Italy) and Vinventions SA (Belgium).
- A trend towards innovation and an abundance of ideas in all business sectors (agricultural practices, cultivation techniques and production systems).

These 2018 awards reflect a growing awareness of the dual challenge of ecological and digital transition; they showcase significant breakthroughs or an intensification of R&D in four priority areas:

- The reduction of environmental impacts and the use of plant protection products.
- Protecting against exposure risks and the protection of users' and local residents' health.
- Precision agriculture: management and robotics; connected and intelligent systems throughout all production phases.
- Innovations in use, convenience and ergonomics.

Presenting the winners!

Finally, in this period of profound societal change, with agriculture under pressure to embark on its own green and digital revolution, this 2018 edition is a reminder that innovation is not just about the end result: it is also a process in which only the virtues associated with longer time frames can trigger innovative breakthroughs.

“Long time frames are essential for industrial development and technology transfers. We can observe the need for maturity and to adopt innovations to face up to societal and environmental challenges. It is for this reason that the Jury decided not to award a Gold Trophy, as none of the advances submitted this year met the strict criteria set out in the rules for this award, i.e. “a significant innovation or breakthrough, which has been well developed and contributes to at least one aspect of sustainable development” (extract from the rules of the Vinitech-Sifel Innovation Trophies). This was a difficult but acceptable decision which demonstrates the rigour of this competition,” explain Christophe Riou and Pierre Gaillard.

Special Judges' Prize and Special Mentions

In parallel with the 6 Silver Trophies and 9 Bronze Trophies, the jury therefore decided to:

- award its **2018 Special Prize** – the only cash prize (€5,000) – to **DiiMotion**, to support the dissemination of this highly promising cross-sectoral solution.
- award 14 special mentions to projects in progress. These more numerous distinctions bring the jury's encouragement to manufacturers who are currently facing fundamental problems and new challenges and who require more time to develop and accomplish their projects.

6 SILVER TROPHIES for precision agriculture and the steering of connected systems

Category: Fruit & vegetables

- **CBC BIOGARD** was rewarded for the first mating disruption product for greenhouse tomatoes. This control system for the Tuta Absoluta moth in soil-free, greenhouse tomato-growing, consists of twigs soaked in pheromones to disrupt mating. The twigs are dispersed throughout the greenhouse (1000 twigs per hectare).

Category: Growing Techniques

- **ERTUS** was rewarded for **Exapta**, a (decision-making assistance) software package which helps the wine-grower plan vineyard tasks and, in particular, plant treatment. The software uses data on phenological stages, available equipment, the list of plant diseases and protection products, in addition to plot information.
- **INFACO** was rewarded for its additional wireless safety device for electric secateurs, **DSES Wireless**. This innovation, which is compatible with the latest two generations of secateurs, is based on the creation of a conducting loop between the trigger of the secateurs (a strategic choice for tool safety, as this is the control element) and the user's body.

Category: Vines and Wines

- **CITF** offers a highly innovative robotic sorting system for harvesting, called the **ALIEN procedure**. This is an optical sorting system, in which waste is separated by robotic arms equipped with vacuum nozzles. It is the first application of robotics in the cellar for improved harvesting quality.
- **INTRANOX** has developed an environmentally-friendly automated cellar management system. **The Oreste0 procedure** is a recovery, storage and re-use system for the CO₂ produced during fermentation. This automatic system reduces the environmental impact and exposure to CO₂ risk in cellars.
- **LAMOUROUX** has developed **E²**, an innovative solution to improve the energy efficiency of wineries. It is a software suite that aims to control energy and water consumption in wineries..

9 BRONZE TROPHIES for innovations in use and the reduction of the environmental impact

Category: Growing Techniques

- German company **BRAUN MASCHINENBAU GmbH** was rewarded for **VPA: Vineyard Pilot Assistant**. This system focuses on the steering of tools in the row, which differentiates it from GPS-based systems which focus on the steering (or auto-piloting) of the tractor.
- **KARNOTT** and its connected meter which simplifies the monitoring of agricultural operations. This product enables the user to monitor the tools on a farm, to locate them and know if they are or have been in use. It is a fully autonomous system which does not require any connection to the tractor.
- **VITIBOT**, with its 100% electric and fully autonomous wine robot, **Bakus**. This is a robotic straddle tractor which can carry out vineyard tasks, in order to facilitate the work of the wine-grower and reduce exposure to risk (plant protection products and overturning).

Category: Vines and Wines

- **BUCHER VASLIN** presents **Delta Evolution 2**, an optimum harvest destemming and sorting system for increased care of the most fragile varieties. Its innovation lies in the gradual movement of the harvest between the hopper and the destemming fingers.
- **CHALVIGNAC** presents a multi-functional 'thermo-fridge-pump' with 2 co-axial exchangers: **Cryoflex 4 tubes**. It enables simultaneous or independent cooling down and heating of various products, such as the harvest, musts and wine.
- **D-INNOVATION** unveiled **Hekinox**, a sampling valve designed specifically for the wine-growing sector. It can be adapted to existing vats and consists of 2 parts: a baseplate which remains on the vat and a sample collection kit.
- The **Bacchimeter**, developed by **FORCE A**, is a connected mobile sensor which measures the quantity of anthocyanins present in the grape skin directly on site.
- The **Hydro Ceramic Glaze Barrels** developed by **VINEA SAS** are the result of a new manufacturing process which consists in an impregnation of the barrel casing with vivified water in the form of steam, before core ceramic firing. This procedure, which is environmentally beneficial thanks to a reduction in water use and in the production of CO₂, adds a new aromatic range to barrels.
- **WINE & TOOLS** was rewarded for its **Wine Donut**: an 'inflatable ball' system which can be inserted into vats during vinification or maturation to manage head room and thus prevent oxidation. This simple, ingenious system reduces the use of neutral gas, enables gentle extraction and prevents the oxidation of musts and wines.

Winners of the Vinitech-Sifel 2018 Innovation Trophies

Special Judges' Prize

Category: Growing Techniques

DiiMOTION

PiiX technology: direct injection unit for plant protection sprayers
64360 LACOMMANDE

Silver Trophies

Category: Fruit and Vegetables

CBC BIOGARD

The first Tuta Absoluta mating disruption product for greenhouse tomatoes
67012 STRASBOURG

Category: Growing Techniques

ERTUS

Exapta: decision support tool
33000 BORDEAUX

INFACO

DSES WIRELESS: additional wireless safety device for electric secateurs.
81140 CAHUZAC SUR VERE

Category: Vines and Wines

CITF SAS

ALIEN: robotic waste sorting system for harvesting
16170 SAINT CYBARDEAUX

INTRANOX

OresteO: environmentally-friendly automated cellar management system
26006 LOGRONO - SPAIN

LAMOUREUX SAS

E2: innovative system to improve energy efficiency in wineries
33750 BEYCHAC ET CAILLAU

Bronze Trophies

Category: Growing Techniques

BRAUN MASCHINENBAU GmbH

VPA : Vineyard Pilot Assistant
76829 LANDAU - ALLEMAGNE

VITIBOT

BAKUS, a 100% electric and autonomous wine-growing robot
51100 REIMS

KARNOTT

Connected meter which simplifies the monitoring of agricultural operations.
59000 LILLE

Category: Vines and Wines

BUCHER VASLIN

Delta Evolution 2 destemmer
49290 CHALONNES SUR LOIRE

CHALVIGNAC PROCESS THERMIQUES

Cryoflex 4 tubes: multi-functional cooling and heating thermo-fridge-pump inverter
17520 JARNAC-CHAMPAGNE

D-INNOVATION

HEKINOX Sampling valve
33750 BEYCHAC ET CAILLAU

FORCE A

The Bacchimeter: a mobile sensor which measures directly on-site the quantity of anthocyanins present in the grape skin
91893 ORSAY

VINEA SAS

Eclat Hydro ceramic barrel
17501 SAINT GERMAIN DE LUSIGNAN

WINE & TOOLS

Wine Donut
33000 BORDEAUX

Special MentionsCategory: Growing Techniques**LINDNER GmbH**

Lintrac with Traclink Pilot to steer tractors autonomously without satellite link-up
6250 KUNDL TIROL- AUSTRIA

PELLENC SAS

Electric tyer for vine shoots with a built-in battery and tie reel
84120 PERTUIS

SAME DEUTZ FAHR FRANCE

Frutteto CVT S: new version
16110 COGNAC CEDEX

MOLLIFICIO BORTOLUSSI SRL

CESARE secateurs - VIGNETINOX
33080 FIUME VENETO (PN) - ITALY

Category: Vines and Wines**ADL BERTOLASO DIFFUSION**

BORTOLIN, mono-bloc packing unit
33320 LE TAILLAN MEDOC

CHENE SERVICES

Chenox platform: decision support tool for barrel-aged wines
33240 SAINT ANDRE DE CUBZAC

GAI France

GAI MGF-type bottling machine
83340 LE CANNET DES MAURES

MAUBRAC

Cardboard packaging for communication
33450 SAINT LOUBES

PERA PELLENC

OenoSm'Art, mobile thermovinification device, using 'flash-détente' technology
34510 FLORENSAC

RAYTEC VISION SPA

DIONYSOS: high-quality sorter for wine grapes with a capacity of 12 tonnes per hour
43122 PARMA - ITALY

SERAP INDUSTRIES

Motorised tank for grape transfer
53120 GORRON

SOCMA SAS

DENSIBAIE: device which sorts and/or separates berries according to their level of density
11100 NARBONNE

VINVENTIONS SA

Bouchon SüBR Flor
B-4890 THIMISTER-CLERMONT – Belgium

BUCHER VASLIN

Delta Densilys
49290 CHALONNES SUR LOIRE

Since innovation is not only essential for adopting the current transformations, but absolutely vital in today's rapidly changing environment, Vinitech-Sifel has chosen to work with new partners. The 2018 edition will therefore honour the winners of five other innovation excellence awards.

"Vinitech-Sifel has always been a pioneer in terms of long-range planning for the sector. It remains the international reference for technological and scientific innovation. The renown of the Innovation Trophies reflects its position as leader. However, as our sectors are constantly changing, we need foresight to be capable of providing the most comprehensive and representative showcase of the market and of the manufacturers' latest developments. Dedicated to promoting the growth and raising the profile of innovative companies, Vinitech-Sifel brings stakeholders together," declares Delphine Demade, Director of the Fair.

The 12th Oenovation Trophy

The Oenovation Trophy, led by the Bordeaux Montesquieu Technology Park since 2001, is still the only award of its kind in France. This competition honours entrepreneurs with an innovative project that is less than four years old, as well as existing companies with plans to launch or further develop products and services for the wine-growing industry. The award is a springboard for companies in the wine-growing sector developing projects that combine traditional expertise, innovation, technology and creativity. The panel of judges includes scientific experts, manufacturers, producers and merchants from the wine-growing sector along with regional economic development stakeholders.



The winner of the Oenovation Trophy will receive a prize of €38,500, as well as support in the form of legal advice and assistance in business, marketing and innovation. In addition, Congrès Expositions de Bordeaux will offer the winner a stand at the Vinitech-Sifel fair. The winner will also receive a media plan, membership of the Inno'Vin cluster and support from the Unitec team. The Bordeaux Montesquieu Technology Park also undertakes to host the winning company at its business incubator in Martillac, with six months' rent for the office paid by the Montesquieu Combined District Council.

The winners:

The **Bordeaux-based start-up MyBalthazar** is the winner of the 2018 Oenovation Trophy. Their eponymous application allows wine estates to control their online image and communication by analysing their online reputation. **The start-up Biopythos** won second place. This company won the award for its ceramic jars used as a natural alternative to vinification containers, by combining controlled oxygenation technology and ancient amphorae. *The awards ceremony will be held at the Vinitech Sifel Fair on 21 November.*

The Grand Innovation and Development Prize sponsored by Académie Amorim

The "Grand Innovation and Development Prize" organized by Académie Amorim honours young entrepreneurs who are seeking to develop innovative wine-related projects. This involves several fields, including production, the environment, technologies, communication and marketing. This competition is aimed at young business creators who have already implemented an innovative wine-related project targeting wine waiters, wine shops, supermarket retailers or the general public.



On 7 September 2018, the selection committee, chaired by the author, journalist and blogger Ophélie Neiman, revealed the winner's name and granted the company a prize of €5,000.

The 2018 winner of the “Grand Innovation and Development Prize”

Vinovae is the winner of the 2018 Grand Innovation and Development Prize sponsored by Académie Amorim. Its invention - “Vinottes” - makes it possible to taste a wine and purchase it with the contents of one wine bottle repackaged into thirty-six 2 cl samples called “Vinottes”. A recyclable, portable and unbreakable packaging solution, these vinottes feature all the necessary legal notices displayed on a standard wine bottle.

The awards ceremony will be held at the Vinitech Sifel trade fair on 21 November.

Académie Amorim at a glance

Académie Amorim, whose members are personalities from the world of wine, supports research aimed at improving our knowledge of wine. Every year since 1992, it has been awarding a “Grand Science and Research Prize” for a scientific, legal, economic or cultural academic project relating to wine. The institution created the “Grand Innovation and Development Prize” in 2016.

The Wilaaw Competition

Wilaaw – the Wine Labels Autajon Awards – organized by Autajon, is the French competition for wine label designers. It is awarded to wine label creations on a common theme that changes yearly. This competition’s unique characteristic is that it is open to everyone; design school students, well-known artists and any creative individuals can enter: what counts is their design! The theme for the 2018 edition was “Vintage Chic”, between the classic, elegant style of the Renaissance and Vintage style.



The Autajon group’s Wine Labels Department made an initial selection for the competition in January. They chose 50 finalist projects. The final choice was made in February by a panel of judges consisting of wine industry professionals (leading wine estates, merchants, wine cooperatives and wine-growers) who determined the final ranking of the 50 projects.

The 2018 winners:

Gold: Thibaut Aullen for “Balade Romantique”, with a prize of €2,000.

Silver: Charlotte Masala for “En ballon Simone”, with a prize of €1,000.

Bronze: Victor Schirm, for “Vintage 1979”, with a prize of €500.

The awards ceremony will be held at the Vinitech Sifel Fair on 20 November.

The International Wine in Box Competition (CIWIB)

For four years now, the international Wine in Box competition has awarded prizes to the very best wines packaged using bag-in-box systems. Amelovin organizes this competition in partnership with the University of Toulouse and oenology students from Toulouse on the National Diploma in Oenology course.



Just like traditional wine bottles, these wines are assessed anonymously by a panel of specialists. Each panel of judges is chaired by an oenologist responsible for ensuring the proper performance of tasting and the flawless quality of the winning wines. The wines are blind-tasted by category: all price and visual distinctions are removed, and the wines are assessed by a panel of professionals and knowledgeable enthusiasts. This judging panel is then asked to grade and rank the wines based on their appearance, aromas, taste and balance.

Only one medal is awarded: “Best Wine in Box”. The winners receive a “Best Wine in Box” label, a powerful marketing advantage and differentiating factor for promoting their wine.

For the 2018 edition, 101 wines were awarded the “Best Wine in Box” title. The competition and tasting were held in Toulouse on 23 March. The list of winners is available on the website: <https://best-wine-in-box.com/>.

The awards ceremony will be held at the Vinitech Sifel Fair on 20 November.

Les Vinalies

For over 30 years, the Union of French Oenologists has organized the Les Vinalies competition, now a reference for the wine industry. The aim is to highlight different French regions and honour the work of producers.



The panel of judges, who are all oenologists, assess the attributes and typical characteristics of each sample received, thus providing a guarantee of quality for consumers. The jury conducts three tastings: an initial selection of only 30% of the samples presented for the wine's designated region. A second tasting is carried out to determine the Grand Prix d'Excellence (Gold), Prix d'Excellence (Silver) and Prix des Vinalies (Bronze) awards. A third tasting of the wines awarded the Grand Prix d'Excellence is carried out in order to select 13 Palmes des Vinalies® award-winners. The Union of French Oenologists organizes the pre-qualification phases for each region: Alsace, Bordeaux South-West, Burgundy Centre-East, Champagne, Languedoc-Roussillon, Loire Valley, Provence-Corsica-Rhone Valley.

In addition to being entitled to affix the sticker displaying this award to their bottles, producers benefit from the excellent reputation and high quality associated with the Vinalies competition, which attracts the attention of future consumers, supermarket retailers and restaurants.

On 9 April 2018, the panel of judges made their choices, awarding prizes to 882 samples. 13 Palmes des Vinalies distinctions were awarded on 11 June 2018, by category and by region. The 2018 winners can be viewed on the website: <https://vinalies-nationales.fr/fr/resultats/palmares>.

The Vinalies Palmes awards ceremony will be held on 21 November at the Vinitech-Sifel Fair at the Union of French Oenologists (UOEF) stand.

THE START-UP AREA: START-UPS IN PRECISIO_n AGRICULTURE

The Start-up Area in the Meeting and Innovation Hub brings together around ten companies offering new technological solutions and innovative services for production, processing and marketing authorization.

A unique opportunity for professionals to meet young teams, discover new approaches and find new, alternative solutions to help their professions adapt to changes and support transformations of their practices. The companies present include:

- CARBON BEE: weed control management and detection of vine disease symptoms,
- Celsius: modelling and simulation for viticulture and wine cellars to predict how physical phenomena affect the vines and wine,
- GROUPER VITIAGRI: web-based software for group purchases and services,
- ADVINEO: wine by the glass distributor,
- VITAVINUM: A digital media and consultancy firm dedicated to the wine industry, specialized in processing wine-sector and sensory data and wine marketing.
- WINALIST: a website that helps users book wine tourism activities
- KIPERS INDUSTRIES: customized solutions for predictive maintenance: real-time monitoring and failure prognoses of your in-service equipment.
- OENPHINEE: an innovative solution providing decision-support tools for industrial stakeholders in the wine sector.
- VINOSOFT: web-based commercial management software for wine estates.
- WEENAT: connected sensors, real-time application, decision support tools and more...



MEETING AND INNOVATION HUB: A NEW ECOSYSTEM FOR SHARING AND INTERACTION

The Meeting and Innovation Hub is an exceptional source of information on adapting to changes in the industry in the move towards a more innovative economy and efficient organizations. A powerful ecosystem for interactions and sharing knowledge and experience, open to everyone.

CONFERENCE AREA: 65 EVENTS FOR LEARNING, DISCUSSING AND PROGRESSING

In light of the agricultural world's need to share knowledge and experiences, Vinitech-Sifel 2018 is offering 65 conferences and forums (40% more than in 2016). A new feature this year is a simultaneous interpreting service for 15 conferences, which will help to internationalize the discussions.

A rich programme covering the latest developments in the industry

The programme of events is under the patronage of the OIV and was developed in consultation with the Vinitech-Sifel Scientific and Technical Committee. The events will explore current events and substantive, future-oriented issues, covering cross-disciplinary and more specific issues: agroecology, varietal research, organic production, the transfer of agricultural holdings, confined spraying, the legal protection for farmers, distribution channels, urban agriculture, etc.

Dialogue in a variety of forms and at different times

The different meeting formats and types of interaction reflect the diverse requirements of professionals as well as the visitors' time constraints. 96% of visitors feel that Vinitech-Sifel is a valuable opportunity for the sharing of ideas and discussion.³

3 major conferences led by the Institut des Sciences de la Vigne et du Vin (ISVV), IFV and INVENIO with the participation of experts and specialized consultants. These 2-hour events will look at the major issue of ecological transition in the wine industry from 3 angles:

- How can we rise to the challenge of ecological transition in the vineyard? (IFV)
- Organic viticulture, organic and natural wines: performance and contradictions (ISVV)
- The importance of improving plant matter in alternatives to pesticides. (INVENIO)

³ Post-fair visitor survey CODHA 2016

► **22 November, a morning event on Spirits**

- Innovations in the cognac sector
- Calvados: aromas and distillation
- Continuous Distillation of Armagnac: description of the stills, process and simulation of the procedure.
- The origin of cognac aromas + tasting workshop

► **30 conferences** (1.5 hr): targeting both widespread and more specific issues, these conferences feature a variety of topics, from agronomics and production techniques to market and distribution circuits, management and training, cutting-edge technology, etc.

► **18 Experience forums** (1 hr) to discuss varied and practical experiences.

► **13 Ecophyto Agroecology forums** (1 hr) combining conferences, testimonies, and the sharing of experiences to enrich the debate in this specific area.

► **The Vinipack colloquium** (21 November, all day) – Wine Marketing and Packaging – organized by the ATLANPACK cluster in partnership with Vinitech-Sifel and the INNO'VIN cluster.

A unique event giving packaging manufacturers the opportunity to present their offerings to industry leaders and promote exchanges among all stakeholders in the sector. Conferences and round-tables discussions will be attended by market, product, marketing, design and packaging experts on issues and specific situations concerning the sector. See the detailed schedule on the www.vinipack.fr website.

ECOPHYTO AND AGROECOLOGY AREA: SUPPORTING THE PARTICIPANTS IN CHANGE

The Ecophyto-Spray Area in partnership with the Nouvelle Aquitaine DRAAF⁴ has become the **Ecophyto and Agroecology Area** in response to the powerful movement towards more sustainable forms of agriculture undertaken by the sectors.

20 m² of exhibition space dedicated to discovering a selection of cutting-edge materials and practices in agroecology and limiting phytosanitary inputs (plant cover, seeding and destruction equipment, biocontrol solutions, confined sprayers, puffers, mechanical weed control, soil life activators, etc.)

An **open forum** featuring 13 discussion times and testimonies on promising experiments.

THE JOB SPHERE: NEW PROFESSIONS SEEKING NEW TALENT

For its fourth edition, the job and training fair for the industries of oenology, viticulture, arboriculture and market-gardening, co-organized with the VITIJOB team in partnership with APECITA, will be hosted by the fair.

Young graduates, job seekers, employees seeking a career change and business leaders are all welcome to explore the Job Sphere for a meeting between current and future professionals.

► **The exhibition area:** some 20 exhibitors specializing in these fields offer candidates guidance in their training and career plans: Grandes Écoles, universities, training centres, recruitment agencies, OPCAs, public and private education and training institutions, consultants, etc.

► **Job Dating:** three days for meeting recruiters from all over France through short interviews (registration online) and **Job Training** sessions to prepare for interviews.

► **Conference and advice event area:** Free collective meetings and individual appointments to help individuals find all the information they need on training and guidance, careers and recent developments, recruitment, employees' rights and assistance in the sector, etc. (registration online is required for the appointments).

⁴ Regional Directorate for Food, Agriculture and Forestry

WINE & SPIRIT PROFILING: SCIENTIFIC OENOLOGY IN TASTINGS

The **Wine & Spirit Profiling** Area, dedicated to sensory analysis and the aromatic profiling of wine and spirits, will also be a meeting area for sharing experiences.

Visitors will discover the latest advances in oenological research on aromas in this 80 m² tasting area, jointly provided by the French Vine and Wine Institute (IFV), and Cognac and Armagnac Interprofessional Boards. Wine-growers and professionals will lead tasting sessions in this friendly environment. 20 spots are available per session upon registration. The tastings will include:

5 shades of rosé: at this tasting session, visitors will discover the sensory and aromatic profiles of rosé wines from 5 major French regions. This comparative tasting takes visitors from Provence to the Loire Valley, with stops in Bordeaux and the Occitanie region.

A new life for Petit Verdot: nicknamed “Mister 5%” because of its 5% contribution to the classic Médoc blend, Petit Verdot is experiencing a new birth with single-varietal wines. If you love new discoveries and surprises, don't miss this workshop!

Sauvignon from near and far: appreciated for its freshness and liveliness on the palate, it is also known for its boxwood, flint and citrus fruit aromas. Sauvignon Blanc, originally from Western France, is one of the great international grape varieties that has spread throughout the world's wine-growing regions. This workshop offers a globe-trotter's trip to discover Sauvignon's characteristics in France and around the world.

Resistant grape varieties: from creation to sensory characterization. This tasting offers an opportunity to discover the aromatic profile of wines made with new grape varieties that are resistant to downy and powdery mildews.





BUSINESS MEETINGS

BUSINESS: 3 DECISIVE DAYS FOR CONTACTS AND OPPORTUNITIES

Over the course of its 21 editions, the Vinitech-Sifel Fair has built a strong reputation as a leading business event, now universally recognized by professionals in the wine-growing, arboricultural and market-gardening industries. Exhibitors appreciate the significant business opportunities it generates, the chances it offers for meetings with customers and the unique prospects it provides for national and international development.

HIGH-PROFILE VISITORS FROM AROUND THE WORLD

To ensure that exhibitors benefit from high-profile, business-generating visitors, Vinitech-Sifel has created several active networks through its policy of commercial promotion and marketing campaigns targeting all national and international wine-growing regions.

These efforts add to the success of the fair:

- 88% of exhibitors give a good to excellent rating for the quality of their customer contacts.
- 76% of visitors see Vinitech-Sifel as an environment in which they can prepare or finalize their investments.
- 69% of French exhibitors have closed at least one deal with a foreign customer.⁵

Nationally, the Vinitech-Sifel teams maintain close public relations with all the major wine-growing regions: Nouvelle Aquitaine, Midi-Pyrénées, Languedoc Roussillon, Loire Valley, Rhône Alpes, Burgundy, Champagne, Alsace.

Internationally, the fair works with a network of delegated agencies in around 60 wine-growing countries to promote the networks, visits from foreign stakeholders, exhibitors and visitors from the major export areas of the United States, Asia, Australia and emerging wine-growing countries (Madagascar, India, etc.) as well as neighbouring countries with which the fair maintains a tradition of exchanges and partnerships: Spain, Italy, Portugal, Germany, Switzerland as well as East European countries (Croatia, Georgia, Moldova, Russia, Ukraine, etc.).

These efforts include inviting VIP delegations, decision-makers from cross-industry organizations, major industrialists and major purchasers, which strengthens international and interregional connections.

With 20% of exhibitors coming from nearly 20 countries and 15% of visitors from 70 countries, Vinitech-Sifel has truly become a global reference as an international platform for investments.

⁵ Post-fair visitor survey CODHA 2016 and post-fair exhibitor survey from Vinitech-Sifel 2016

TARGETED SERVICES FOR SUCCESSFUL CONTACTS

Vinitech-Sifel provides two dedicated areas for direct business contacts between exhibitors and visitors:

The “Business Meeting” Area: a business convention for customized, prearranged and selective business meetings (exhibiting companies, decision-makers and investors) organized in partnership with the Nouvelle Aquitaine Chamber of Commerce and Industry and the European Enterprise Network (EEN). Participants select the attendees prior to the fair.

The **“International Village”** brings together around 30 sector representatives for events including tastings and market presentations.

Themed and technical visits of wine chateaux for international visitors.

SITEVINITECH ARGENTINA – AN OPPORTUNITY FOR EUROPEAN MANUFACTURERS

Drawing on its expertise and close international business ties, Congrès et Expositions de Bordeaux has been organizing Sitevinitech Argentina since 2012 – the only fair dedicated to the Latin American wine-growing sector.

In the context of a fast-growing production market, this biennial event gives a competitive edge to the participating international operators and suppliers. This business-boosting event helps develop customer-distributor networks, while increasing prospects and sales. It raises the participants’ profile and the extensive specialized media coverage improves their continent-wide visibility.

The 4th edition, held in May 2018, was an excellent vintage, featuring 210 brands and 9,000 professionals registered during the 3-day fair.



— PRACTICAL INFORMATION FOR VISITORS —

An event organized by Congrès et Expositions de Bordeaux



Dates and times

20 - 22 November 2018 from 9am to 6pm.

Venue

Bordeaux Exhibition Centre - Cours Charles Bricaud - 33 000 Bordeaux

Visitor prices

- €20: registration at the entrance to the fair, without an invitation card.
- €12: registration online at www.vinitech-sifel.com, before arriving at the fair, without an invitation card.
- Free: students, groups of 15 and over; registration with an invitation card (free entry code) and for overseas visitors.

To obtain an invitation card, please contact your equipment supplier that will be exhibiting at Vinitech-Sifel.

Access

By public transport (information at www.infotbc.com)

► By train:

Arrival at Bordeaux Saint-Jean train station

Then take the Tram — Line C, towards Terminus Bordeaux Parc des Expositions

► By car:

From the A10 motorway, take the Bordeaux ring road (rocade) towards Mérignac Airport and take exit no. 4 Bordeaux-Lac/Parc des Expositions.

From the N89 trunk road, take the N230 towards Lormont, and the ring road (rocade) towards Mérignac Airport, and then exit no. 4 Bordeaux-Lac/Parc des Expositions.

From the A62 and A63 motorways, take the ring road (rocade) towards Mérignac Airport and then take exit no. 4C Parc des Expositions.

Real-time traffic information available at: www.bordeaux-metropole.fr/circulation

► Parking:

6,800 parking spaces

Parking is free

Parking for persons with reduced mobility: places marked "PMR" at car parks P0 (entrance C) and PM (entrance K).

Press Area

[Http://www.vinitech-sifel.com/pro/espace-presse](http://www.vinitech-sifel.com/pro/espace-presse)

Press Photo Library

<http://www.vinitech-sifel.com/pro/espace-presse/mediatheque/photos-videos>
www.vinitech-sifel.com

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