

From 1 to 3 December 2020
BORDEAUX EXHIBITION CENTRE

VINITECH-SIFEL GETS READY FOR ITS 22ND EDITION



In the unprecedented context of a global health crisis, the organisation team of the Vinitech-Sifel trade show, alongside its Scientific & Technical Committee and partners, reiterates its commitment to support professionals from the wine, arboriculture and vegetable production sectors, who are currently facing new challenges.

To share views on sector developments, discover the latest products and innovations, explore, learn, and above all, prepare for the future, Vinitech-Sifel 2020 is bringing its expertise in events to exhibitors and visitors, with new added-value services to multiply opportunities and provide broad access to the programme of the trade show.

From 1 to 3 December 2020 at Bordeaux Exhibition Centre.

A LEVER FOR SECTOR PROFESSIONALS

Delphine Demade, Director of the Vinitech-Sifel trade show, sums up the preparations under way for this major two-yearly event for professionals:



*"The 22nd edition of Vinitech-Sifel will be opening on 1st December, in compliance, of course, with a sanitary protocol to ensure the safety of all participants. In this exceptional context, the task of Vinitech-Sifel is to act as **a lever, a driver of reconstruction** for sectors which are facing a combination of unprecedented cyclical and structural events. At the same time, professionals must adapt their techniques to offer products that are increasingly respectful of the environment.*

*We are fully aware of these challenges and are making every effort to create an event rich in meetings and business for participants. This entails first and foremost a clear structuring of the fair in 4 sectors and 5 themed pathways, with state-of-the-art services to put suppliers and qualified customers in contact with each other. Secondly, we're offering a programme fostering exchanges of information and experience, to move techniques forward (the Ecophyto & Agroecology Area, the Start-up Village, technical tasting sessions and equipment testing, etc.). **While physical meetings constitute the historical heart of Vinitech-Sifel**, we're hoping to create a hybrid real/virtual event to optimise opportunities for meetings and discussions.*

*To meet everyone's needs more precisely, we're turning to **digital solutions** and partially or totally replacing in-person events. For example, we're providing a multi-service application (networking, practical information, document sharing, etc.) or remote access to conferences."*

► **Around 800 exhibitors** are expected from 1 to 3 December, representing all segments of the market and organised in **4 sectors**:

- Cultivation Techniques
- Wine Cellars and Warehouses
- Bottling and Packaging
- Services

► **5 themed pathways** will guide visitors with the return of the Fruit & Vegetable, Organic and Spirits paths. **[NEW !]** In addition to these 3 circuits, discover the **Low Carbon pathway**, in response to the wine sector's long-term engagement and the **Sparkling pathway** (in association with VITeff, the international trade fair for sparkling wine techniques).

INNOVATION AND MEETINGS, THE DRIVING FORCES OF VINITECH-SIFEL

Digital transition, automation, high-tech optimisation solutions or pioneering communication tools, etc., the latest innovations will also feature in 3 themed areas:

- o The **Start-up Village**, a genuine talent pool of French and international entrepreneurs.
- o The **Ecophyto - Agroecology Area**, presenting a range of solutions to upgrade techniques for more responsible agriculture.
- o The **Test Centre**, with technical demonstrations and agricultural machinery tests to showcase the vibrancy of manufacturers in this sector.

INNOVATION TROPHIES

The Innovation Trophies reward innovative products, processes and techniques presented by exhibitors. Given the context and resulting upheavals to business activity and schedules in recent months, the organisers have adjusted the deadline for the organisation of the Trophies. Project holders now have **until 24 August 2020** to submit their entry. [See website for more information.](#) **The trophies will be awarded on 22 October 2020.**

[NEW !] In a drive to boost skills and experience, Vinitech-Sifel is enhancing its Meeting and Innovation Hub with Vinitech Training, a service created in association with the Institute of Vine and Wine Science and open to professionals, visitors or exhibitors looking to add another string to their bow.

The **Job Sphere** is also at hand to answer your queries on employment, recruitment and training, through tailor-made advice and job-dating, co-organised with Vitijob and in partnership with APECITA.

The **International Village** is hosting a programme of wine-tasting, market presentations and meetings with sector representatives from around the world. The **Wine & Spirit Profiling** area, in partnership with IFV, will offer technical wine-tasting sessions around aromatic profiles.

[HIGHLIGHTS] The conferences and workshops at the Meeting & Innovation hub constitute a unique source of information to drive sector momentum. This is a genuine ecosystem of knowledge-sharing between inter-professions, unions, scientific experts and professionals on the ground. Its programme is being enhanced in response to the latest issues raised by COVID-19 and details will be available online in September.

A selection of highlights:

- a seminar on *Wine-Growing of the Future (adaptation of grape varieties or changing winemaking technologies)*, led by the IFV and ISVV.
- a forum for *Eco-Friendly Wine-Growing and the Agro-Ecological Transition of Regions*.
- the Vinipack seminar: *When Marketing Meets Wine-packaging*, organised by the ATLANPACK cluster in partnership with Vinitech-Sifel and the INNO'VIN cluster.

“We're planning to facilitate access to the technical and scientific content of our conferences by offering 'hybrid' seminars with in-person and remote participation. Through digital technology, we'll continue to optimise exchanges between professionals. The success of this edition lies, more than ever, in our ability to bring players together and generate value for the professional community”, explains Delphine Demade.

FOR MORE INFORMATION ON VINITECH-SIFEL

Held every two years at the Bordeaux Exhibition Centre, Vinitech-Sifel is a key international event for innovation and exchange between the wine, arboriculture and vegetable production sectors. Prepared with the guidance of a Scientific & Technical Committee composed of multi-disciplinary experts renowned in the field, the fair brings together major sector players who decide on the themes and content to feature at the event.

1 to 3 December 2020
22nd edition
Bordeaux Exhibition Centre



The 2108 edition in pictures:

[Photos](#)

[Videos](#)

#VinitechSifel

www.vinitech-sifel.com



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