



Press release 03/09/2020

VINITECH-SIFEL 2020: A responsible decision and a digital event launched to accompany the sector towards 2021

Congrès et Expositions de Bordeaux, the organiser of VINITECH-SIFEL, has made the decision to postpone to 2022 (29 November to 1 December) the 'physical' edition of the trade show initially due to run from 1 to 3 December this year at the Bordeaux Exhibition Centre.

In the meantime, however, the trade show team has opted to launch a digital event, 'VINITECH-SIFEL VIRTUAL', which will run from 1 to 3 December 2020. This unprecedented version will offer professionals a whole range of new solutions: live conferences to share expertise, a networking tool and a platform devoted to the promotion of exhibiting companies, etc.

Delphine Demade, Director of VINITECH-SIFEL, comments on the postponement of this major international event for the wine-arboriculture-vegetable production sectors:

'We have made this decision at a time when the companies who had registered are about to incur new costs to finalise their participation at the trade show and when visitors are starting to prepare their trip. The latest worldwide developments concerning the health and economic situations and their consequent short-term uncertainties have largely persuaded our exhibitors and visitors in recent days to favour the postponement of the event.'

Attentive as ever to our sectors, and following discussions with them, we are regrettably compelled to postpone VINITECH-SIFEL in its traditional format to 2022, to allow us to offer an optimal experience in line with our customers' expectations. A huge thanks to all the exhibitors, partners, inter-profession representatives, members of the Scientific & Technical Committee and conference speakers, who have demonstrated their trust in us through their support and involvement.'

*We remain at hand to support the activity of the sector and fulfil our mission of promoting solutions and bringing people together! It is for this reason that we are launching **VINITECH-SIFEL VIRTUAL**, from 1 to 3 December. This fully online event aims to enable professionals to continue discovering, training, sharing and providing services to foster links between exhibitor and visitor communities.'*

[NEW !] VINITECH-SIFEL VIRTUAL // 1 TO 3 DECEMBER 2020

A new range of digital services:

- A **networking solution** to identify and contact qualified prospects, both national and international, on the basis of registered visitors (targeting and contact, virtual meetings, etc.),
- A **dynamic display space** for exhibitors (dedicated space for each company, dialogue, dedicated webinars, exhibitors' catalogues and product presentation, etc.),
- A **virtual auditorium** with live, translated broadcast of conferences and round tables, also accessible on replay.

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Un événement organisé par



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