

PRESS RELEASE  
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LE NOUVEAU RENDEZ-VOUS  
ONLINE !

VINITECH-SIFEL VIRTUAL 1-3 December 2020

The all-online event  
for the wine, arboriculture and vegetable production industries

**With the same ambition of gathering the entire community of wine, arboriculture and vegetable production industries for a 3-day event, VINITECH-SIFEL—while not being held in person this year—has adapted and innovated by creating VINITECH-SIFEL VIRTUAL on 1-3 December. At this all-digital event, professionals will have the opportunity to meet suppliers and distributors in a “DIGITAL HALL”, source new suppliers, discover their latest innovations, make connections, and target contacts via the “NETWORKING” area. VINITECH-SIFEL VIRTUAL also has an “AUDITORIUM” where it can offer some fifty live conferences, scientific sessions and forums. All of these features are available for “visitor” participants free of charge. The virtual platform will open on 16 November.**

A few weeks before the launch of VINITECH-SIFEL VIRTUAL, Delphine Demade, Director of the Trade Show reflects on this unprecedented event:

*“Today, virtualisation offers a new tool for professional trade shows. The current crisis is leading us to reconsider past models and reinvent our approach in order to drive a recovery to address the economic issues through innovations. VINITECH-SIFEL VIRTUAL will enable us to create connections among our audiences, provide them with solutions for doing business, communicating, gathering information, receiving training and will connect us with audiences, especially abroad, who would not have been able to travel to the event...”*

*The goal is to provide a response to an unprecedented context, not to offer a substitute. We will meet again in person in 2022 for the next edition of Vinitech-Sifel, from 29 November to 1<sup>st</sup> December.”*



#### // A NEW VIRTUAL EXPERIENCE TO BOOST BUSINESS

Each exhibitor has a “Digital Stand” where they can present their latest products, services, and organize one-on-one meetings. Starting on **16 November**, visitors will have access to all the content categorized into 4 sectors (Cultivation Techniques, Cellar and Winery Equipment, Bottling and Packaging, and Services) and **6 areas of interest** (Organic, Fruit and Vegetables, Spirits, Sparking Wines, Low Carbon,

Agroecology). They will be able to access new releases from participants and product sheets for the winners of the **Innovation Awards\***. The features have been designed to enable easy, convenient browsing with the possibility of tagging favourite products and exhibitors and filtering searches. **On 1<sup>st</sup> December**, as soon as VINITECH-SIFEL VIRTUAL opens, a messaging service will allow people to discuss with their connections.



**The Vinitech-Sifel Innovation Awards are still being held, but with a new timetable: don't miss the announcement of the list of 2020 award-winners on 3 November.**



## // TO MEET THE RIGHT PEOPLE

The platform allows for networking, the opportunity to develop a national and international network with professionals from the industry in just a few clicks.

Register directly on the website starting on 16 November by visiting the virtual platform.



## // WEB CONFERENCES TO IMPROVE KNOWLEDGE AND PRACTICES

VINITECH-SIFEL VIRTUAL will also offer a wealth of content and provide a line-up of conferences and scientific sessions under the patronage of the International Organisation of Vine and Wine (OIV) and organised with support from members of the Scientific and Technical Committee and key players from the various industries (programme available online: <https://www.vinitech-sifel.com/programme> ). The 3-day event will offer a major

forum of expression for vine-growers, oenologists, traders, fruit and vegetable producers, research organisations, suppliers, distributors and journalists. Online registration will be available in the "Auditorium" module. All sessions will be available to view on the website after the event.

### VINITECH-SIFEL VIRTUAL // DATES TO REMEMBER

#### **16/10 - PRE-REGISTER**

> Opening of registration, online form on the website: [www.vinitech-sifel.com](http://www.vinitech-sifel.com)

#### **16/11 - VISIT THE PLATFORM TO PLAN YOUR VISIT**

> opening of the virtual platform and online registration directly on the website:

[www.vinitech-sifel.com](http://www.vinitech-sifel.com)

> Access to EXHIBITOR HALL and AUDITORIUM content

> Access to your profile with all the meetings and registrations,

#### **From 1/12 to 3/12 - EXPERIENCE THE LIVE EVENT**

> VINITECH-SIFEL VIRTUAL Kick-off

> AUDITORIUM: get access to all live sessions (conferences, scientific sessions, round tables, demos, pitches)

> Access NETWORKING for business meetings

> Access virtual meetings to talk via video conference, either one-on-one or with groups

#### **Starting on 04/12**

> All replays will be available on the website: [www.vinitech-sifel.com](http://www.vinitech-sifel.com)

## PRESS CONTACTS

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