

SAVE THE DATE
29 November - 1 December 2016

'New direction and new colours for the 20th Vinitech-Sifel'

For its 20th show, Vinitech-Sifel is confirming its status as a market leader and an open, effective, inventive trade fair based on three key themes: Business, Innovation and International. This anniversary will be celebrated with 800 exhibitors in a 65,000-m² space, representing technical and equipment manufacturers from the wine, fruit and vegetable production sectors across the world.

Staying true to its primary mission to support all sectors, this large-scale biannual event will focus in particular on the formation of performance-generating bridges between different key players.

'From 29 November to 1 December, Vinitech-Sifel will be providing all professionals with solutions and innovations to develop their trade and practices', confirms exhibition director Delphine Demade.

20th SHOW: NEW LOGO, NEW VISUAL IDENTITY!

This 20th show will demonstrate the dynamic side of Vinitech-Sifel, a mature trade fair which has kept its leading position thanks to its ability to innovate and renew itself. This continual evolution has prompted Congrès et Expositions de Bordeaux to fundamentally overhaul the brand in order to assert its values and its DNA.

The square shape sets out the trade fair's basic identity, reinforced by the slogan 'THE GLOBAL TRADE SHOW – wine, arboriculture, vegetable production'. Vinitech and Sifel are linked by four dots symbolising the show's four sections.

The structure of icons around the square illustrates the topics covered by the show, the products and services available, and so on. This icon structure weaves **an adaptable and dynamic web presenting Vinitech-Sifel as a crossroads for professional networks in these different sectors.**



A GROWTH DRIVER FOR PROFESSIONALS ACROSS THE WORLD

A preview of Vinitech-Sifel 2016...

A comprehensive programme

Organised **into four sections within a 65,000 m² exhibition space:**

- 'Vineyards and orchards' (21,500 m²)
- 'Bottling and packaging' (13,500 m²)
- 'Wine production' (24,000 m²)
- 'Services and training' (4,000 m²)

Seeking industry crossover

Organisers completed a qualitative analysis of exhibitor and visitor expectations with the aim of assessing the full extent of developments in the relevant sectors.

Based on their findings and internal discussions, the common thread linking this 2016 show will be crossover, with **40% of the programme and 40% of the conferences in the Ideas Forum devoted to the wine, fruit and vegetable sectors in combination.**

For the exhibition itself, this year Vinitech-Sifel has developed its fruit and vegetable programme across the four sections rather than in a dedicated area. The show is also offering **a specific 'fruit and vegetables' pathway** to support professionals with a specific interest in these sectors.

A strong international dimension

Whether in terms of the number of countries represented by attendees (70 nationalities), exhibitors, brands or foreign visitors, Vinitech-Sifel will be indisputably 'worldwide': **of the 800 exhibitors** expected, we anticipate that **20% will come from abroad, representing all sectors of the global market.**

An active promotion strategy was established involving collaboration with numerous partners (including Promosalons and Interco) to encourage key players to come from all over the world, including inter-professional decision-makers, major industrialists and producers, and heads of cooperatives. In addition, the trade show has organised a tailor-made programme of technical visits to major chateaus aimed specifically at these groups of international visitors.

Finally there will be an opportunity for discussion, which proved valuable at the previous show: **the international business convention** allows professionals to establish extremely targeted contacts at pre-arranged B2B appointments. The format has been optimised to accommodate a greater number of appointments.

AN APPOINTMENT WITH INNOVATION

A showcase for the equipment and technology of the future

Packaging, services, equipment... The latest innovations from manufacturers in all sectors will be exhibited in the aisles and **as part of the Ideas Forum**, with three areas particularly promoting major innovations and the latest practices:

- The **'New Products and Innovations'** area showcasing the latest equipment presented by the trade show exhibitors, as well as the prizewinning products from the **Innovation Awards** (winners announced in September) and the winning companies from the *Oenovation Awards* (organised by the Bordeaux Montesquieu Technology Park in partnership with Vinitech-Sifel).
- A **'live innovations'** demonstration space with machine testing.
- A space devoted to conferences (around forty conferences) on topical, innovative and forward-looking subjects. Debates will tackle subjects common to the wine, fruit and vegetable production sectors, such as adapting to climate change, phytosanitary inputs, passing on holdings and a dynamic of entrepreneurship, technological innovations and new processes (materials, oenology), and agro-ecology.

A look back at Vinitech-Sifel 2014's key figures:

- 850 exhibitors including 150 from abroad
- 44,160 professionals meeting over the three days (15% from abroad)
- 65,000 m² exhibition space
- 70 countries represented

— Press contacts —

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