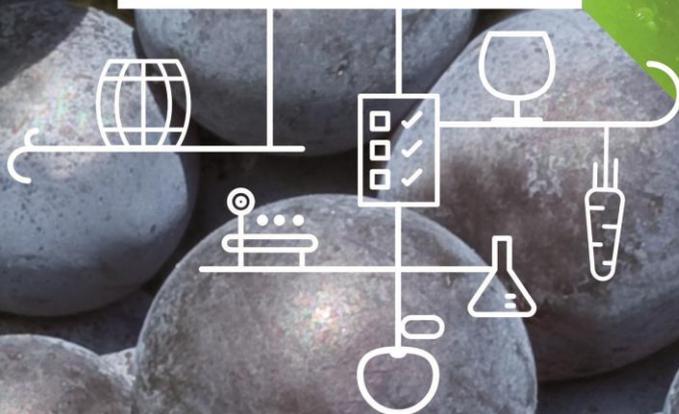




# VINITECH SIFEL

LE SALON MONDIAL  
vitivinicole.arboricole.maraîcher



29 NOV  
1<sup>er</sup> DÉC  
2016  
BORDEAUX

# PRESS KIT

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CONGRÈS  
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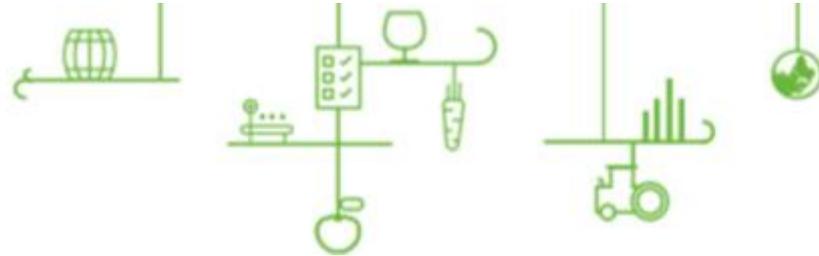
VINITECH  
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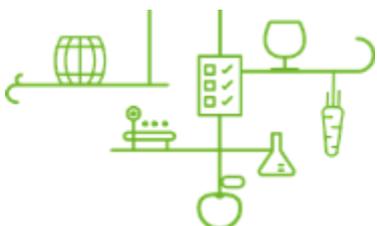


## VINITECH-SIFEL 2016: a 20<sup>th</sup> edition showcasing innovation, business and international opportunities

From 29 November to 1 December, Vinitech-Sifel will be confirming its status as the leading international trade fair for vine, wine and fruit & vegetable professionals: a focal point for business, an international showcase for innovation and a forum for exchanges. No fewer than 850 exhibitors (20% of which will be overseas equipment manufacturers) will be attending the event at the Bordeaux Exhibition Centre (Parc des Expositions). On the agenda: major events such as the Innovation Trophies, Ideas Forum with around 40 conferences, Ecophyto Area, Job Sphere... and brand new features (the organic visitor trail and organic guide, Vinipack colloquium, Techno Show demonstration area, etc.). A winning blend for a 20<sup>th</sup> edition that's in tune with the technological, environmental and economic challenges, and firmly focused on the future!

### ***Eric Dulong, President of the Vinitech-Sifel Trade Fair and President of Congrès Expositions de Bordeaux***

“ More than ever, this 20<sup>th</sup> edition of Vinitech-Sifel will be characterised by what lies at the very heart of this major international event: innovation, which our industries are constantly displaying in response to the challenges facing the agricultural world of the future. We are therefore proud to have been faithfully promoting this vitality for nearly 40 years, presenting the latest developments and those to come through initiatives such as the Innovation Trophies. In collaboration with all of the professional bodies, Vinitech-Sifel will once again be an active and forward-looking partner: our desire is to provide the most exhaustive responses — in the form of practical and diversified solutions — to the issues facing these industries and facilitate exchanges and analysis. With 850 exhibitors from around the world eager to attend and a packed programme of conferences and discussions with visitors and delegations from 70 countries: Vinitech-Sifel 2016 promises to be cosmopolitan and all-embracing!



And in light of this, the fact that professionals in the wine-growing sector are in good spirits — according to our 3<sup>rd</sup> opinion survey of investments and prospects — augurs very well for this anniversary edition. Indeed, in addition to revealing that the investments for 2014-2016 exceeded the intentions stated in the previous survey carried out in 2014, this latest survey also indicates that this momentum should be carried forward into the 2016-2018 period.

## A global offering for a unique business event

With 850 exhibitors — 20% being overseas manufacturers from nearly 20 countries (mainly Spain, Italy, Germany, Switzerland, Portugal and Belgium) — and 1,200 brands on show, exhaustiveness will be the watchword of this 20<sup>th</sup> edition, with 40% of the equipment offerings exhibited dedicated to both the wine-growing industry and the fruit & vegetable sector.

In line with developments in the agricultural world, the exhibition area will be reorganised in order to reflect cross-sectoral aspects and give a clearer picture of the offerings. There will now be **4 hubs common to the different industries**:

- Growing Techniques (21,500 sqm)
- Bottling & Packaging (13,500 sqm)
- Cellar and Winery Equipment (24,000 sqm)
- Services (4 000 sqm)

**2 new schemes** will be rolled out in order to guide visitors and facilitate business opportunities:

- **a specific "Fruits & Vegetables" visitor trail** intended for industry professionals (specially marked on the map and on the stands)
- **an Organic Guide**, identifying any offerings — equipment and services – compatible with organic production.

## Innovation first!

This year, Vinitech-Sifel — always a focal point for innovations — will again be giving pride of place to technological innovations with the latest trends to be found in the equipment and products presented by the exhibitors. Visitors can also discover the **award-winning innovations at three competitions**: *the 20<sup>th</sup> Innovation Trophies, the 11<sup>th</sup> Oenovation® Trophy and the 1<sup>st</sup> Grand Innovation and Development Prize awarded by the Académie Amorim.*



Other events will be held to illustrate the dynamism of the industries and their ability to innovate, including: the **Innovations and New Solutions** area and the **Start-up** area showcasing innovative young firms ... The brand new **Techno Show** area will be offering a programme of live demonstrations and tests of equipment and techniques on the 3,000 sqm outdoor area.

## A wide-ranging forum for discussions on how to tackle the challenges of today and tomorrow

Remaining faithful to its mission of supporting the industries, Vinitech-Sifel will be offering numerous opportunities for exchanges. The aim: to promote analysis and debate on topical subjects and facilitate the sharing of good practices. In this way, the **Ideas Forum** will be hosting **around forty conferences and round-table discussions** on sectoral and cross-sectoral topics such as agro-ecology, the transmission of holdings, etc.

**Highlights** of this programme: the international conference of the French Vine and Wine Institute (IFV) on varietal innovation and climate change, and the conference on the organisation of research in the fruit and vegetable industry, organised by Propulso, a cross-industry association from the Aquitaine region.

Other eagerly-awaited events include the "**Ecophyto — let's spray differently**" area, run in partnership with DRAAF\* ALPC, the Aquitaine Regional Chamber of Agriculture, the IFV and INVENIO, which will offer guidance to wine-growers and arboriculturists on the reduction of phyto-pharmaceutical products with the presentation of *eight latest-generation sprayers for confined areas* and the organisation of conferences and debates on the subject.

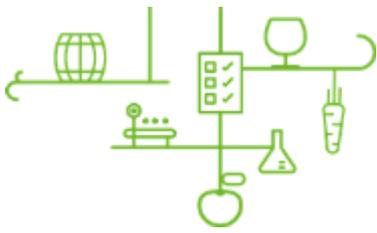
Employment and training will be central concerns at Vinitech-Sifel with the **Job Sphere**, in partnership with Vitijob.com and APECITA Aquitaine: tailor-made advice and *targeted job dating* will be highlights of this event which attracted over 10,000 visitors in 2014.

**New:** because this 20<sup>th</sup> edition is seeking to reflect the entire production chain as closely as possible, Vinitech-Sifel will be hosting the **Vinipack colloquium** on Wednesday 30 November, on the topic of marketing innovation and packaging for wine. This event, in partnership with the Atlanpack cluster, will include discussions and an exhibition.

## A stronger international basis

With 15% of its visitors coming from 70 countries worldwide, corresponding to an expected total of nearly 7,000 people, Vinitech-Sifel has confirmed its place among





the major international business platforms for the wine-growing, arboricultural and market gardening industries.

This year, steps have been taken to extend this appeal to overseas (non-EU) export markets (South Africa, Canada, United States, Latin America, Australia, New Zealand, etc.) and increase its attractiveness to the major traditional countries (Spain, Italy, United Kingdom, Germany and Switzerland, thanks to an active promotional strategy carried out in around forty countries with its network of partners and operators (Promosalons, Interco, etc.).

To facilitate the networking of international decision-makers and buyers with exhibitors, the organisers are proposing two key events: a tailor-made **programme of technical visits** to different wine chateaus in the region, and pre-scheduled **B-to-B Business Meetings**, jointly organised with the Entreprise Europe Network and CCI International Aquitaine.

**New:** at the heart of the Ideas Forum, the **International Village** will be the ideal venue for interactions between exhibitors and visitors who will be invited to take a tour of 10 vineyards around the world: from Spain, Italy and Hungary to Tunisia and the fair's first visit to the Araucania region of Chile. On the agenda: tastings and conferences on the wine growing markets of the exhibiting countries.

*\*Regional Directorate for Food, Agriculture and Forestry*

#### VINITECH-SIFEL: an overview

- **65,000 sqm** of exhibition areas
- **850** exhibitors
- **20%** of international equipment manufacturers
- **More than 45,000** visitors expected
- **15%** of visitors from **70** countries
- An unmissable event for **8** out of 10 exhibitors and **9** out of 10 visitors, with excellent satisfaction rates: 97% for visitors and 84% for \*exhibitors

Source: CODHA study carried out after the 2014 edition of VINITECH-SIFEL

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

#### Press Contacts

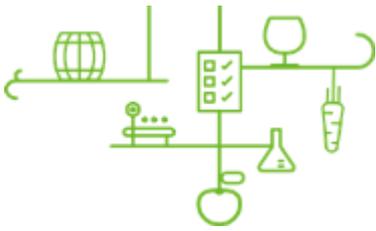
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### 3 QUESTIONS FOR DELPHINE DEMADE, DIRECTOR OF THE VINITECH-SIFEL TRADE FAIR

« Developing new synergies and strengthening VINITECH-SIFEL's position as a benchmark international business event. »

#### ***In 2016, VINITECH-SIFEL is sporting a new visual identity and reorganising its exhibition offerings: so does the 20<sup>th</sup> edition herald a new approach?***

It is indeed a new stage in the approach adopted by this biennial event. As a global leader, VINITECH-SIFEL has always managed to reinvent itself in order to provide the most relevant responses to the concerns of professionals working in the wine-growing, arboricultural and market-gardening industries, who have been subjected to constant changes concerning technology, legislation and the quality requirements of consumers, to which they must adapt in order to continue their development.

That is why the common thread of this new edition will be synergies, with 40% of the equipment and service offerings and 40% of the conferences dedicated to the wine-growing, fruit and vegetable industries inclusively. In this cross-sectoral spirit, we will be exhibiting the arboricultural and market gardening offerings at all of the hubs instead of at a single specific hub, and will be creating a "fruit and vegetable" visitor trail aimed at the professionals concerned. The aims of this new way of organising the exhibition are to improve the promotion of products and the identification of the stakeholders while giving a clearer picture of the offerings.

Of course, the visitors will still find what VINITECH-SIFEL has always been known for: innovation — particularly through the fair's Innovation Trophies and the Oenovation® Trophy in partnership with the Bordeaux Montesquieu Technology Park, along with the Grand Innovation and Development Prize sponsored by the Académie Amorim. The emphasis will also be on knowledge sharing with around 40 conferences presented by the Ideas Forum. VINITECH-SIFEL's new logo symbolises the vitality of the industries as well as the many connections established among professional networks thanks to the fair.





Because we are seeking to support the industries with the desire to adapt constantly to our attendees' expectations, we shall be hosting a new event: the Vinipack colloquium on packaging for wines and spirits, organised in association with the Atlanpack cluster.

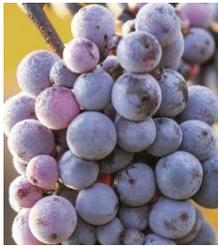
### **This year, how will VINITECH-SIFEL be consolidating its status as an unmissable business event?**

With its 850 exhibitors from France and abroad and 1,200 brands, VINITECH-SIFEL will once again be proposing a remarkable range of global offerings. Our aim is to present the most representative selection of equipment, solutions and services for the current market, while facilitating contact between manufacturers and professionals with investment projects in the three industries. That is why we are developing thematic approaches this year, including a guide to organic agriculture, which will allow visitors to approach the fair from this angle. Producers who are certified, undergoing conversion or about to do so, will find an entire range of offerings that are compatible with organic production and conferences focusing on this type of cultivation. A new demonstration area — the Techno Show — will also allow exhibitors to show off their equipment in operation. Finally, we shall be repeating the international Business Meetings: these free B-to-B meetings provided for firms seeking partners, suppliers, distributors or export solutions, have been highly popular with professionals since their creation in 2012.

### **The international dimension has always been one of the key aspects of VINITECH-SIFEL: what's in store for 2016?**

Our aims remain high, with 20% of international exhibitors representing all sectors of the international market and 15% of visitors from more than 70 countries. To this end, we have been conducting an active promotional strategy over the last few years through our network of around 40 international delegates based in countries with high wine-growing, fruit-growing or market-gardening potential. This year, we have stepped up these recruitment efforts in the overseas (non-EU) export sectors, by targeting new markets in the USA, Canada and Asia, as well as in South America and South Africa. In each country, we prioritise the quality of contacts by canvassing strategic buyers: decision makers in cross-industry bodies, major industrialists and landowners, etc. To these increasingly numerous overseas visitors, we will be offering a tailor-made programme of business meetings and technical visits to the region's great wine chateaus.





## A COMPREHENSIVE RANGE OF CROSS-SECTORAL OFFERINGS DEDICATED TO DEVELOPING REGIONAL PRODUCTION

In line with developments in the industries, VINITECH-SIFEL 2016 will be characterised by a cross-sectoral approach: 40% of the equipment range will therefore concern arboricultural and market gardening productions.

### 4 HUBS PRESENTING ALL THE NEW SOLUTIONS FOR THE WINE-GROWING AND FRUIT & VEGETABLE-GROWING INDUSTRIES:

#### **Growing Techniques Hub (21,500 sqm)**

- 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 sqm)**

- 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 sqm)**

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

#### **Services Hub (4,000 sqm)**

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

### New - "Fruits & Vegetables": follow the guide!

The "Fruits & Vegetables" visitor trail will allow professionals from both of these sectors to make the most of their visit. A guide to all of the exhibitors concerned – both manufacturers and service providers – can be obtained at the entrance to the fair. The aisles will display specific signage for easier identification of these offerings.



## NEW TO VINITECH-SIFEL 2016

In 2016, VINITECH-SIFEL is running new events, for the wine-growing sector and also for arboriculture and market gardening. Here's a quick overview of the what's new in the 20<sup>th</sup> edition.

### A GUIDE TO VISITING THE FAIR IN ORGANIC MODE

Year after year, organic agriculture is gaining ground in vineyards, orchards and fields. In response to the specific expectations of these producers — be they already certified, undergoing conversion or planning on converting to organic agriculture — VINITECH-SIFEL is launching a practical guide, produced in partnership with *BIOFIL* magazine, the *Aquitaine Organic Wine Association*, the *Gironde Chamber of Agriculture* and the *Nouvelle Aquitaine Regional Federation of Organic Farmers*.

In this guide, handed out at the entrance to the fair, visitors will find:

- **all offerings in the fair that are compatible with organic agriculture** (equipment and products designed for production and processing, advice, etc.). Compiled by a committee of experts in order to ensure the exhibitors' compliance with organic principles, this list is divided into major topics: soil tillage, organic control, fertilisers, plant selection, spraying, product processing and packaging.
- **Programme of conferences** on organic issues
- **Overview of the organic agriculture market**

### KEY FIGURES

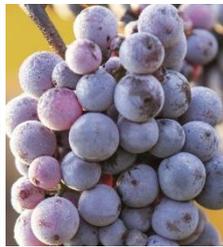
#### Organic agriculture in France in 2015: record growth!

- 1.375 million hectares in total (+ 23%/2014) corresponding to 5.1% of the agricultural land area
- 312,500 ha undergoing conversion (x 2/2014), including 226,130 ha in the first year
- 28,884 farms committed to organic agriculture, corresponding to 6.5% of French farms (+ 9%/2014)
- 101,000 full-time equivalent jobs in France, including 69,000 on farms (nearly 10% of agricultural employment)
- A food market worth €5.76 billion (+14.7%/2014), including €225 million in organic products purchased by group-catering organisations (+18%/2014)
- 9 out of 10 French people consume organic products: 65% of them at least once a month

Sources: Agence BIO/OC, Agreste 2015







## VINITECH-SIFEL: DRIVING INNOVATION!

“ Innovating doesn't mean having new ideas; it's about the need to stop having old ideas ”

*Edwin Herbert Land (1909-1991), the American inventor and physician who created the Polaroid photographic process*

Since its creation in 1977, VINITECH-SIFEL has set out to become the French and international leader for technological, technical and scientific innovation in the industries that it represents. Reflecting a form of agriculture that evolves and adapts to new environmental and economic issues, this biennial event will give a preview of many innovations in the vine-growing and winemaking world as well as in the arboricultural and market gardening industries. This forward-looking vocation will also be apparent in the competitions, such as the Innovation Trophies and the Oenovation® Trophy, which seek to reward and support projects that will shape the future of these sectors.

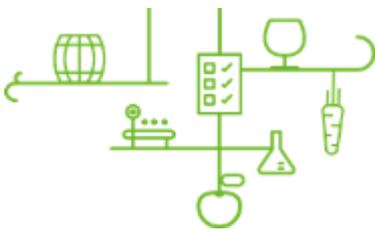
### INNOVATION OVERVIEW IN THE "INNOVATIONS AND NEW SOLUTIONS" AREA

The latest advances in all sectors, including the award-winning products in the Innovation Trophies, will be on show in this area at the heart of the Ideas Forum. Consisting of explanatory pictures and notices, this overview will allow potential investors and any professionals wishing to improve their productivity to familiarise themselves with all of this year's award-winning solutions and the many new solutions proposed by the exhibitors, on a single visit to the area.

### THREE COMPETITIONS TO LAUNCH TOMORROW'S SOLUTIONS

#### 20<sup>TH</sup> INNOVATION TROPHIES: SUCCESS BASED ON THE HIGHEST STANDARDS

The Innovation Trophies — a major event organised by VINITECH-SIFEL — are awarded to the most innovative products, techniques and processes in the vine-growing and winemaking world, and also in the fruit and vegetable sector. Each edition has been a resounding success with more than 60 applications received and examined and 19 awards presented in 2014.



## A showcase for innovation in our industries

Tremendously popular with companies both nationally and internationally, the Innovation Trophies illustrate the industries' strong potential to devise ways of increasing not just the quantity but also the quality of production.

"Sustainable development underpins the innovations rewarded by this event", explains Jean-Luc Berger, a technical advisor to VINITECH-SIFEL and the former National Technical Director of the French Vine and Wine Institute (Institut français de la vigne et du vin — IFV).

"Several major trends have emerged in vineyards and orchards, as well as in wineries: precision agriculture with plot data management, combining information technology and geolocation, in addition to the development of vineyard robotics. With a view to reducing the amounts of phytosanitary inputs, research is also focusing on mechanical weed control, not forgetting the vast field of digital applications".

## A marketing and commercial springboard to support innovative companies

The Trophies are a sign of recognition from the profession for applied projects and provide a powerful boost to the reputation and business of the award-winning companies. "The strength of this competition is to give start-ups and small SMEs the same media influence as major French or international manufacturers, giving a significant boost to their development" emphasises Pierre Gaillard, Director of Invenio — the research and experimentation centre for the fruit and vegetable sector in the Aquitaine region.

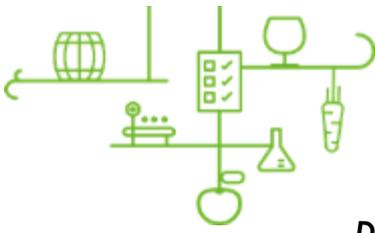
At each edition, the testimonies of previous award winners confirm the benefits of the spin-offs from these awards:

**Jacques Servoles, Director of the Harvesting, Viticulture and Winery Equipment department at PELLENC SA (Vaucluse)**

2014 Gold Trophy in the Growing Techniques category for the "Easy Turn" steering system on harvesting machines.

“ We participate in the Innovation Trophies every year as they are a very effective way to raise our profile: every award generates numerous spin-offs in the press, starting with the announcement of the list of award-winners in September and continuing for several months after the fair. ”





**Dominique Souslikoff, Manager of Souslikoff & Cie (Gironde)**

2014 Gold Trophy in the Fruit & Vegetable category for the Guidalex "Interceps" toolholder for orchards.

« This Gold Trophy gave us a quick and effective opportunity to publicise our new strategy, with a range of equipment that is no longer designed exclusively for viticulture but also for arboriculture. This media coverage thanks to the fair was very quickly followed by demonstrations on fruit producers' sites throughout the greater South-West France region, which led to sales. »

### A panel of 40 French and international experts

The best innovations are selected by the VINITECH-SIFEL Scientific and Technical Committee, co-chaired by Jean-Luc Berger and Pierre Gaillard. This year, this committee consists of a multi-disciplinary panel of 40 experts who are highly regarded within the profession: research lecturers, engineers from technical institutes, engineers from Chambers of Agriculture, and industry representatives, etc. These specialists also include German, Swiss, Italian, Spanish and Portuguese experts.

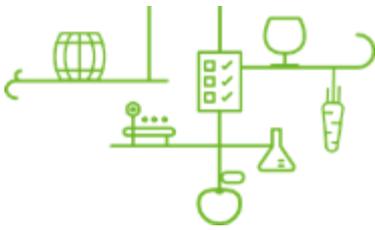
### Strict selection criteria

To reach a verdict on the innovations in contention for a prize, the judging panel refers to a table of precise criteria: originality, user benefits, technical and economic benefits, environmental impact, safety and ergonomics are all carefully examined. Each application is submitted for evaluation by three 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, during which each member carries out several checks: visits to the applicant company's site, tests of the equipment, consultations with consultant experts, etc.

### Brief summary of the 20<sup>th</sup> Innovation Trophies

- **3 categories:** Growing Techniques, Vines & Wines, Fruits & Vegetables
- **5 levels of awards:** the Special Judges' Prize (with €5,000 going to the winning company), Gold, Silver and Bronze Trophies (for each category) and Special Mentions
- **3 key dates:**
  - 15 June: close of applications
  - 5 September: announcement of the list of prize-winners
  - 30 November: awarding of Trophies to winners at the VINITECH-SIFEL official awards ceremony





## **11<sup>TH</sup> OENOVATION TROPHY: ENCOURAGING YOUNG BUSINESS CREATORS IN THE WINE-GROWING SECTOR**

Created in 2001 by the Bordeaux Montesquieu Technology Park and organised in partnership with VINITECH-SIFEL, the Oenovation® Trophy remains a one-of-a-kind competition in France: its role is to promote innovation by young business creators in products and services intended for the wine-growing industry.

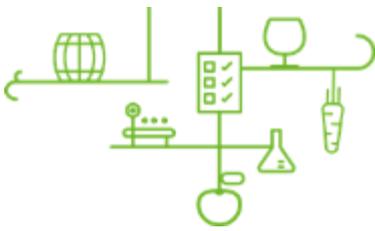
To support and promote these pioneering projects proposed by entrepreneurs or by young companies less than four years old, the 11<sup>th</sup> edition of the Oenovation Trophy will offer the award-winning company an overall prize of €37,000, and will also include support in the form of legal advice and assistance with marketing and commercial strategy. Furthermore, to promote the development of the award-winning project, the Bordeaux Montesquieu Technology Park undertakes to accommodate the prizewinner in its business incubator in Martillac (Gironde). The Montesquieu Community of Municipalities has agreed to pay six months' rent for this office.

The panel of judges, consisting of scientific experts, industrialists, producers from the wine-growing sector, merchants and regional development stakeholders, will announce its verdict during the month of September. The Oenovation Trophy will be awarded during the Gala Evening on Wednesday 30 November.

## **NEW: 1<sup>ST</sup> GRAND INNOVATION & DEVELOPMENT PRIZE SPONSORED BY THE ACADEMIE AMORIM**

VINITECH-SIFEL will be hosting the "Grand Innovation & Development Prize" award ceremony, created by the Académie Amorim in 2016. This new competition is aimed at young business creators who have implemented an innovative wine-related project targeting wine waiters, wine shops, supermarket retailers or the general public. Different fields of application are covered: production, the environment, technologies and marketing, as well as communication and culture.





The "Grand Innovation & Development Prize" selection committee consists of personalities from the wine world and is chaired by the author, journalist and blogger Ophélie Neimanand. The panel will award the €5,000 prize.

This new financial support confirms the Académie Amorim's aim to promote the emergence of the next major innovations in relation to wine.

**Call for applications in progress:**

Applicants must be directors of companies which are less than three years old and have implemented an innovative project that is likely to be of interest to the worlds of wine waiting, oenology, wine shops, supermarket retailers or the general public.

The closing date for applications is **19 September 2016**.

Registration forms are available at: [www.academie-amorim.com](http://www.academie-amorim.com) (see relevant section or by written request sent to: [contact@academie-amorim.com](mailto:contact@academie-amorim.com))

The awards ceremony will be held during the Vinitech Sifel trade fair on 30 November.

**About:** Every year since 1992, the Académie Amorim — consisting of personalities from the world of wine — has been awarding a "Grand Science and Research Prize" for a scientific, legal, economic or cultural academic project relating to wine. In 2016, the institution will be introducing a "Grand Creation & Innovation Prize", to be awarded on a biennial basis in partnership with the Vinitech-Sifel trade fair.

Further information at [www.academie-amorim.com](http://www.academie-amorim.com)





## A STRONGER WORLDWIDE DIMENSION

With 20% of its exhibitors and 15% of its visitors coming from all over the world, VINITECH-SIFEL has, for several years, been considered one of the leading international platforms for future-oriented investments in the vine, wine, fruit and vegetable industries. In 2016, this approach will be stepped up with the extension of the targeting of potential visitors to investors and purchasers from the most distant countries, and the renewal of the targeted B-to-B **Business Meeting** service... At the same time, the **International Club** — a hospitality area for international buyers and delegations — will facilitate the arranging of appointments with overseas participants in the fair, both exhibitors and visitors.

### OVERSEAS EXPORT FOCUS

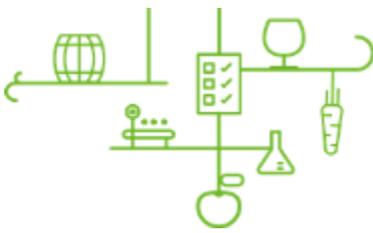
From the emergence of developing countries to the growth of the world's population: the map of wine, fruit and vegetable-producing countries has changed significantly over the past few years. Consequently, although the leading wine-producing nations remained European in 2015, with Italy (49.5 million hectolitres in 2015), France (47.5 million hectolitres) and Spain (37.2 million hectolitres)\* occupying the top three places, the market shares of so-called "New-World" wines increased significantly in global trade.

### From South Africa to Peru, and from Canada to South Korea

In line with the development of these markets, this year VINITECH-SIFEL has announced a new aim: to increase its overseas visitor base by targeting overseas export markets more specifically in its promotional strategy for the fair. In addition to the major producers that already attend the fair — namely China, the USA, Australia, New Zealand, Argentina and Chile — around 15 other countries with major investment potential in Africa (South Africa, Cameroon, Ethiopia, Kenya, Madagascar, etc.), Asia (South Korea and Azerbaijan) and on the American continent (Canada, Peru, etc.), have been approached for the first time.

In order to recruit these visitors and investors (decision-makers from cross-industry bodies, major industrialists, landowners, directors of cooperatives and elected representatives, etc.), VINITECH-SIFEL's teams can rely on a network of professionals (PROMOSALONS, INTERCO, EQUIPOTEAM, SERVICOM, ALSIL) who implement a massive promotional scheme through around forty delegations on all five continents.

*\*Source: International Organisation of Vine and Wine (OIV)*



## BUSINESS MEETINGS: SIMPLICITY, EFFICIENCY AND OPPORTUNITIES!

In 2016, the International Business Convention changed its name to "**Business Meetings**".

Organised in collaboration with the European Enterprise Network (EEN) and CCI International Aquitaine, these trade meetings retain all of the ingredients that have made them such a success since their creation in 2012: **opportunities to make contact with decision-makers and buyers from France and all over the world, and arrange tailor-made business meetings**: 30-minute discussions in private but friendly surroundings, while benefiting from a selection procedure for potential partners (suppliers, distributors and importers, etc.) and an efficient and free appointment-making service via the trade fair website, which is reserved for visitors and exhibitors at the fair.

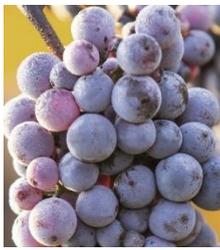
In 2014, the three-day event hosted around fifty targeted meetings, a third of which led to a commercial intention. Bolstered by this satisfactory record, in terms of both the quality of the exchanges and the diversity of the participants from around ten countries, the organisers have stepped up the canvassing of national and international suppliers for the 2016 edition: in this way, the wine packaging sector will be strongly represented.

## SPOTLIGHT ON THE WORLD'S VINEYARDS IN THE INTERNATIONAL VILLAGE

From Spanish Rioja, Hungarian Tokaj, and Italian Barolo to Tunisian Mornag and Croatian Prosek... wine will be transcending all borders at the VINITECH-SIFEL **International Village**! Within this area occupying a central location at the fair, eight to ten wine-making countries or regions will be inviting visitors to discover their vineyards. These will include "heavyweights" such as Italy, Spain and Portugal (the world's 11<sup>th</sup> biggest wine producer in 2015) as well as Hungary (13<sup>th</sup> biggest producer), but there will also be rising stars such as the Araucania region of Chile: situated in the middle of the country, this is the country's 9<sup>th</sup> biggest region and has been producing wine since 1890. 7.4 hectares of vines are cultivated in this area today with the main varieties being Chardonnay, Pinot Noir and Cabernet Sauvignon.

At each stand, during this programme of visits to the world's vineyards, representatives of the wine-growing sectors will be offering tastings of their countries' wines. The attending delegations will also be presenting conferences on the wine markets for each country.





## AN INFORMATION AND EXCHANGE FORUM IN PREPARATION FOR THE FUTURE

Once again this year, in an agricultural world subject to constant scientific, technological and regulatory changes, VINITECH-SIFEL will be paying particular attention to the dissemination of knowledge and to interactions among professionals in the wine-growing, arboricultural and market gardening sectors.

### THE IDEAS FORUM: OVER 40 CONFERENCES AND DEBATES ON TOPICAL SUBJECTS

Providing information about changing techniques and regulations, opening up possible avenues for exploration and offering practical solutions based on feedback received: **the Ideas Forum**, under the patronage of the OIV, will be offering many opportunities for professionals to meet and interact over a three-day period. Covering major topics such as agro-ecology, technological innovation, phytosanitary inputs, and the transmission of companies... **no fewer than 40 topical subjects** and fundamental issues will be covered.

#### Adapted interaction time

In response to the diverse expectations of visitors, the programme will include different types of meetings:

► **two major conferences** presented by renowned experts and specialised consultants, lasting for two hours and capable of accommodating 300 people. On the agenda:

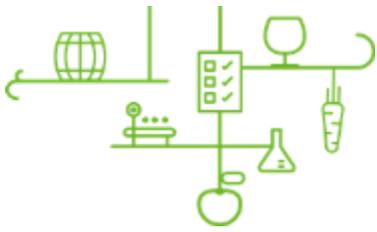
firstly, varietal innovation and climate change in the wine-growing sector (conference organised by the French Vine and Wine Institute, with simultaneous translation into English and Spanish)

and secondly, the organisation of research in the fruit and vegetable sector (conference organised by Propulso, the cross-industry association from the Aquitaine region)

► **conferences on cross-disciplinary issues and technical topics specific** to each sector,

► **30-minute round-table discussions** on practical subjects with feedback.

*Currently being finalised by the VINITECH-SIFEL Scientific and Technical Committee, the detailed programme of conferences and workshops will be available in October.*



### Start-Up Area: discovering the ideas of tomorrow

The Start-Up Area, repeated this year, aims to facilitate the creation of contacts between wine production, processing and marketing professionals and young start-up companies. It will be situated at the heart of the Ideas Forum.

### "ECOPHYTO — LET'S SPRAY DIFFERENTLY" AREA: SOLUTIONS FOR MORE SUSTAINABLE PRODUCTION

In its new version, the Ecophyto 2 Plan aims to reduce the use of phyto-pharmaceutical products by 25% between now and 2020 and to achieve the final target of 50% in 2025. The application of pesticides, which are required for the protection of crops, must also satisfy a pressing need, particularly in vineyards: to limit the risks of exposure to these products in areas adjacent to the plots.

During this critical transition phase for French agriculture, producers are faced with numerous questions: how to treat less but better? What spraying equipment should they choose? How can they reduce product drift during spraying? How can they act in a more environmentally friendly manner?

With a view to helping professionals make these changes to their practices, VINITECH-SIFEL — in partnership with the DRAAF\* for the Nouvelle-Aquitaine (ALPC) region, the ALPC Regional Chamber of Agriculture, the French Vine and Wine Institute (IFV) and the INVENIO research and experimentation centre — has been running the "Ecophyto — Let's Spray Differently" area since 2012.

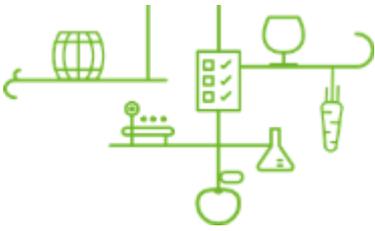
### Spotlight on "Ecophyto-compatible" equipment

In this 730 sqm area, which is one of the fair's most frequently visited information centres, visitors can discover some of the latest confined spraying equipment that helps to reduce drift, and can also chat with technicians and experts. Selected by a committee of experts, this equipment range will propose:

**8 confined sprayers designed for viticulture** (including one model for narrow vine rows) and also for arboriculture. Thanks to collection panels, these appliances can also reduce the amount of eco-phyto compatible products used by 35 to 40%.

\*Regional Directorate for Food, Agriculture and Forestry





The models on show will include some of the sprayers registered since March 2016 on the list of equipment capable of reducing the non-treatment zone (NTZ) that must be maintained during the spraying of phytosanitary products.

- **a range of small equipment items:** sprayer nozzles, nets, anemometers, etc.

### Conferences for sharing good practices

Each day, a programme of conferences presented by the DRAAF and professionals will shed light on the implementation of the regulations regarding phytosanitary products.

The topics to be covered will include: the Ecophyto 2 Plan, feedback on the new equipment, financial instruments available for equipment purchases, the deployment of the new measures established by the prefectural decree of 22 April 2016 concerning the spraying of phyto-pharmaceutical products, etc.

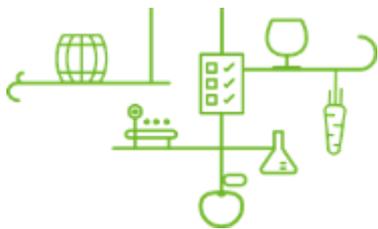
### A few words by:

**Philippe Reulet, Ecophyto and Agro-Ecology Manager for Viticulture at DRAAF ALPC**

« Giving farmers all the information they need to make the change.

The reduction of the amounts of pesticides used in vines and orchards has been in force for the past five years and farmers have been analysing this issue in relation to their own situations. In this context of significant change, the aim of the Ecophyto Area is to offer the most extensive and up-to-date information and give professionals all the resources of a technical, regulatory and economic nature they need to make the change. »





## THE JOB SPHERE: BOOSTING EMPLOYMENT AND TRAINING OPPORTUNITIES

Employment and training have a huge impact on the competitiveness of wine growing, arboricultural and market gardening companies, and will be playing a key role at VINITECH-SIFEL with the third edition of "**The Job Sphere**". This 400 sqm area, jointly organised with Vitijob.com and APECITA, aims to create links between supply and demand by bringing together around forty companies and recruitment agencies, along with around twenty colleges, training organisations and professional integration associations from all regions of France. From young graduates and job seekers to employees in search of career development opportunities and company directors... no fewer than 10,000 visitors are expected to attend this event.

### Realistic answers and tailor-made advice

How do you get into a career in viticulture? What jobs are available in the fruit and vegetable industry, and what are the prospects? How can you make the best impression at a job interview? What entitlements and assistance are available for employees? These are just some of the key questions that the twenty or so exhibitors will be able to answer on their stands. Every day, this information will be supplemented by **conferences, round-table discussions and practical workshops** presented by professionals and experts.

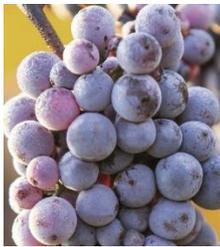
To provide career development advice for young graduates and employees who are already working, the Aquitaine APECITA will also be running **around forty free "advisory meetings"** by appointment. To participate in these individual 30-minute interviews with an advisor, visitors must register online prior to the event.

### Job Dating to make an initial, targeted contact

Job vacancies are hard to fill in the wine growing, arboricultural and market gardening industries. This also applies to the marketing of agri-supplies (seeds and fertilisers, etc.), and to packaging and logistics in the fruit and vegetable industry. All of these areas are constantly in need of qualified labour (from holders of the initial certificate of professional competence [CAP] to engineering graduates). This year, in order to forge links between companies and applicants, the Job Sphere has decided to repeat its very popular and effective "Job Dating" recruitment operation.

In 2014, nearly 160 job interviews were arranged for around forty job vacancies. In 2016, a series of 15-minute meetings will be held over a three-day period, allowing for an initial discussion about jobs needing to be filled quickly or about medium-to long-term projects. Starting in September, applicants and recruiters will be able to choose from the advertisements and profiles posted and organise their meeting schedules online.





## — PRACTICAL INFORMATION FOR VISITORS —

### Dates and times

From Tuesday 29 November to Thursday 1 December 2016, from 9 a.m. to 6 p.m.

### Venue

Parc des Expositions de Bordeaux - Cours Charles Bricaud - 33 000 Bordeaux

### Visitor prices

- ▶ €15: registration at the entrance to the fair, without an invitation card.
- ▶ €8: registration online at [www.vinitech-sifel.com](http://www.vinitech-sifel.com), before arriving at the fair, without an invitation card.
- ▶ €5: registration at the entrance to the fair or online at [www.vinitech-sifel.com](http://www.vinitech-sifel.com) before arriving at the fair with an invitation card (discount code).
- ▶ Free: 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](http://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](http://www.bordeaux-metropole.fr/circulation)

#### Car 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).

