

VITEFF 2007 AN INTERNATIONAL SUCCESS WITH THE CHAMPAGNE AND SPARKLING WINE INDUSTRY

Over 4 days, the 9th edition of VITeff brought together 447 Exhibitors, 20 000 visitors and 17 foreign delegations

The world's sparkling wine and champagne industry came together from 17th to 20th October in Epernay, at the parc des expositions le Millesium, for VITeff - the International biennial of sparkling wine and Champagne making techniques.

- **447 exhibitors, presenting over 100 new products and nearly 20 000 visitors** met for four days during this major international event dedicated to the sparkling wine industry (producers and distributors of sparkling wines, manufacturers and distributors of vine-growing and wine-making equipment, oenologists, technicians, etc.).

"With 20 000 professional visitors, VITeff confirms the progress that we have been seeing for some time now", emphasises François Cravoisier, President of the Reims-Epernay Chamber of Commerce and Industry which organised the fair. The number of exhibitors has increased by over 10% between 2005 and 2007.

- **VITeff's international scope and its economic importance have now been clearly established. Seventeen foreign delegations took part in VITeff 2007:** Germany, England, Argentina, Australia, Austria, Bulgaria, Chile, Spain, the United States, Hungary, Italy, Moldova, New Zealand, Romania, Slovakia, Tasmania and Ukraine.

"It's really a fair that has everything, one with a very high technical level and which has the added benefit of offering a large number of innovations", says Juan-Carlos Pina, who represents 200 Argentinean wine producers.

Ulrico Priore, one of the three creators of spumante d'Arapri, made the trip from the heel of the "boot" of Italy to Epernay to visit VITeff: *"We have been producing spumante according to the traditional method in the Puglia region for several years. VITeff is a great opportunity for us as it is the only fair dedicated to sparkling wines where we can find specific equipment".* VITeff is an excellent shop window for Champagne-making skills that inspire producers of great sparkling wines the world over.

- **"We had 2700 participants at the conferences which our partners organised", says the President of the Reims-Epernay CCI.**

The conferences and workshops on innovations and performance for the sector - with marketing and the environment as their main themes - were extremely well attended.

As a symbol of the high quality of the VITEFF programme, the fair was placed under the patronage of the OIV¹ whose President, Peter Hayes, and Chief Executive, Federico Castellucci, came to inaugurate the 9th edition. Speakers of international renown contributed to the success of VITEFF, especially experts and major names from the sector: Christian PATERMANN from the European Commission, Jean-Marie LABORDE, Chief Executive of the Rémy Cointreau Group, Pierre-Emmanuel TAITTINGER, Chief Executive of the Maison de Champagne Taittinger, Francesco TADDONIO, Wine Director of the Pernod Ricard Group, Anne LUBERT, Marketing Manager at the Freixenet Group, Steve CHARTERS, Champagne Chair Manager at Reims Management School, and so on.

● VITeff 2007 also confirmed its position as an international marketplace for the sparkling wine production industry.

VITeff provides a real opportunity to establish contacts - *both at the stands and during social events* - which often bear fruit straight away. One exhibitor signed a contract for nearly €60 000 with a professional from Slovenia. Dominique Laurenti, a Champagne producer at Les Riceys in the Aube, discovered the fair this year. *"I'd heard a lot about it and I'd always wanted to come myself. Of course, we're in a region with a great deal of skill and knowledge, which makes for a very friendly atmosphere. But the fair also provides the opportunity to discover products and companies that I didn't know and that might interest me"*.

● We'll see you from 14th to 17th October 2009 for the 10th edition of VITeff!

Between now and the 10th edition, it is VITeff's ambition to become the world reference for the sparkling wine industry by developing its services dedicated to the sector's professionals: an even more in-depth development-monitoring service, many more VITeff conventions around the world, and many other new features that will be unveiled over the coming months.

www.viteff.com

About VITeff, a department of the Reims-Epernay Chamber of Commerce and Industry:

VITeff, which is already acknowledged for its biennial international event on sparkling wine techniques, is aiming to become an international benchmark for the sparkling wine industry, with the development of new services dedicated to professionals in the sector (producers and distributors of sparkling wines, manufacturers and distributors of vine-growing and wine-making equipment, oenologists, technicians, etc.): a development-monitoring area on its website www.viteff.com, and organises international business conventions.

This release is issued by the Communications Department of the Reims-Epernay CCI, which organises VITeff

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¹ Organisation internationale de la vigne et du vin - International Organisation of Wine