

VITEFF RETURNS TO EPERNAY FROM 10 TO 13 OCTOBER 2023 WITH NEW AMBITIONS

EFFEVENT is organising the 17th edition of the VITeff - International Exhibition of Sparkling Wine Technologies. It will bring together companies from the wine sector in a 26,000m² exhibition space **from Tuesday 10 to Friday 13 October 2023 at the Millesium d'Épernay**. The VITeff promotes for 4 days the new technologies and trends of the sparkling wine industry with exhibition spaces, conferences and events.

> A GROWING SECTOR'S TRADE FAIR

The VITeff is the professional meeting point of reference for sparkling wine technologies. It is more than ever part of an extremely dynamic economic situation since sparkling wines represented 10% of the total volume of wines exported to the world in 2021 (up 22% in one year) and 22% in terms of value (up +35% in one year) according to the OIV. **In its last edition in 2021, the VITeff welcomed 340 exhibitors and 20,000 visitors.** It is the place where the entire sparkling wine sector is represented, from the work of the vine to the marketing, winemaking and oenology. **In 2021, 31 events** (conferences, job-dating, individual meetings, etc.) were proposed, such as the technical morning of oenologists organized by the Union des Œnologues de Champagne and which will once again be a highlight of the programme of 2023 of the VITeff.

> A REVISITED OFFER BROUGHT BY A NEW TEAM

The new team, consisting of Didier FAGES as President of EFFEVENT and Cyril EGOROFF as Director, is working on new offers to revitalize the VITeff. *"In addition to the exhibition space, we want to improve the visibility of themes related to sparkling wines by creating wine tourism, innovation and international hubs. Key players in the sector will also speak in a new space located in the heart of the show: the Agora. Designed as a village square, this space will give priority to spontaneity through lyrics and pitches on current issues of concern and challenges in the sparkling wine sector (such as employment, innovation, CSR, wine tourism or international). Conviviality will also be the key word of the Agora as visitors will taste a wide selection of champagnes and other sparkling wines."*

> PLACING CHAMPAGNE AT THE WORLD EPICENTRE OF EFFERVESCENCE

This event is part of the strategy pursued by EFFEVENT, which is also organizing the "Sparkling Wine Forum" symposium dedicated to current research (Reims - June 2023), **to position Champagne as an international knowledge hub, make and excellence for the entire sparkling wine industry.** The objective is to bring together the innovations developed in the world to serve the sector and to share them with the actors of the local fabric of Champagne. For this, the VITeff intends **to focus on innovation by hosting a Start-up Village. The international will also be on the program with a Global Village** that will accompany visitors in their export efforts and that will welcome foreign companies of the effervescent industry.

ABOUT EFFEVENT

Our mission: To promote the know-how of sparkling wine technologies and, more broadly, to develop events serving the sparkling wine industry, in France and internationally. EFFEVENT is committed to making champagne the global epicentre of effervescence by drawing on the skills, knowledge and unique know-how of the actors of effervescent wines.

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Pictures available in the press kit at www.viteff.com