

VINITECH-SIFEL 2010

First joint show a resounding success despite the snow

The 30 November–2 December session at Bordeaux-Lac Exhibition Centre was unusual in several ways: it endorsed the successful amalgamation of Vinitech and Sifel (with a corresponding increase in visitor numbers), although a surprise guest in the form of early snowfalls threatened to disrupt the event. But by the time this first joint exhibition for the wine and fruit & vegetables sectors closed its doors, everyone involved in bringing the two together agreed that “the graft had taken well”, exceeding all expectations for this first session.

- **VISITOR NUMBERS UP DESPITE BAD WEATHER AND SNOW DISRUPTING TRAVEL**

The sharp rise in visitor numbers seen on the first two days dropped off slightly on the last day due to widespread snowfalls and icy conditions in many part of Europe. A total of **40,492 visitors** came through the doors. The top five visitor groups, in order, were wine-growers, wine-makers, fruit and vegetable producers, merchants and agricultural machinery manufacturers. Exhibitors were pleased with the quality of visitors, resulting in a highly satisfactory level of business.

With 754 exhibitors and more than 1,000 brands, this session was a comprehensive showcase for equipment and machinery, services and innovations, enabling visitors to compare offers from different sectors. Both exhibitors and visitors praised the quality of the offer and networking opportunities at the show.

The Sifel exhibitors, in Bordeaux for the first time, were all reassured by the number and quality of trade visitors and the excellent opportunities for networking and doing business.

- **VINITECH-SIFEL CONFIRMS ITS INTERNATIONAL DIMENSION**

On 30 November, the show’s unofficial “international day”, Vinitech-Sifel welcomed 15 ambassadors from producing countries, who will spread the word about the show back home. International visitors accounted for about 15% of admissions, with Europe leading the field. Visitors from Spain, Italy, Portugal, Switzerland and Germany came in force. Vinitech-Sifel also welcomed a host of trade bodies and associations boosting international networking at the show, including presidents and directors of the OIV, the International Oenologists’ Association and the main oenology and wine-production associations in the major producing countries.

A large number of visitors also came from the USA, Canada, Bulgaria, Romania, Croatia, Slovenia, Russia, Chile, Uruguay, Venezuela, Brazil and even as far away as Japan, providing exhibitors with new opportunities for international cooperation and networking.

- **OPTIMISTIC OUTLOOK FOR 2012**

Both exhibition presidents – Marc Lecoq of Vinitech/Congrès et Expositions de Bordeaux and Yves Bertrand of Sifel/Orgagri/Interco – intend to build on the synergies created by the teaming up of the two sectors.

“We are paving the way ahead for the agricultural industry as it is forced to embrace new technologies and techniques. We have shown that hyper-specialisation has its limits, and that both sectors need to develop new avenues leads for comparison purposes just as much as networking. The links forged during this session and the comments we heard suggest that Sifel will soon be the number one fruit and vegetables exhibition for the Mediterranean basin countries and others”, said Yves Bertrand.

“Let’s not forget that the success of this session is partly thanks to the wealth of major trade gatherings held alongside Vinitech-Sifel – such as MondiaViti and the French vegetable producers’ conference, and the dialogue stimulated by the many organised and impromptu discussions and forums that took place here. A showcase for innovation thanks to the Vinitech-Sifel Innovation Awards, this exhibition has opened up exciting prospects for 2012”, concluded Marc Lecoq.

Royalty-free photos of the 2010 session are available for download from the vinitech-sifel.com press area

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