

BECOME AN EXHIBITOR

4 EXHIBITION SECTORS

• **Cultivation technics:**
soil tillage and maintenance, nurseries and plantations, fertilizers and phytosanitary products, maintaining and cultivating vines, etc.

• **Wine cellar and winery equipment:**
analysis equipment and methods, laboratory equipment, winery and processing, transportation and handling infrastructure and equipment, etc.

• **Bottling and packaging:**
bottles, containers, caps, crating, handling and storage, filling and cleaning of bottles and containers, overwrapping, etc.

• **Services and training:**
financial and commercial assistance, communication, advising, energy, environment, training, computer science, logistics, security, etc.

2 THEMATIC PATHWAYS

New cross-sectional thematic pathways tradeshow today's strategic sectors:

• **Fruit & vegetable**
• **Organic products**

A 65 000 m²
EXHIBITION AREA IS WAITING
FOR YOU!

AN AMBITIOUS MEDIA PLAN

Vinitech-Sifel's plan to recruit **well-qualified visitors from abroad** draws on a challenging above and below-the-line media strategy to optimize your commercial transactions.

2016 results:

+ 1000 national and international **press mentions**
± 500 000 **pages views** on the website (sept > dec 2016)

60
COUNTRIES
targeted

+ 200
ACCREDITED
journalists

70
MEDIA
relays

160 000
CORE TARGET CONTACTS
via direct marketing

We're here
to help

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Book online on:
vinitech-sifel.com

Vinitech-Sifel accompanies you internationally, in the heart of high-potential markets!
www.sitevinitech.com

FOLLOW US ON:



An event organised by:
**CONGRÈS
ET EXPOSITIONS
DE BORDEAUX**

Réalisé par - LA COMPAGNIE HYPERACTIVE - Crédit photo : Thinkstock, confiances et associés

20 - 22
NOVEMBER
2018
BORDEAUX

SAVE THE DATE

70 countries coming together to discuss business and innovation: please join us!

SEE AND BE SEEN

LANDMARK INTERNATIONAL TRADE FAIR

For 3 days, professionals from all around the world are meeting at Vinatech-Sifel, the leading Show for wine-growing, arboriculture and vegetable production industries. You couldn't dream of a better exhibition.

+45 000 PROFESSIONNELS
including 15% from abroad

70 COUNTRIES
visit the tradeshow!

35 INTERNATIONAL DELEGATIONS
with strong investment potential

Italy, Latin America, Spain, United States, China, South Africa,
United Kingdom, Switzerland, Australia...

“ As loyal Vinatech exhibitors for 20 years now, it is an ideal fair for us to get to know new prospects, and for our customers to get to know our new products as our range expands. An invaluable convivial gathering every two years.

_Serge LIBIS, Manager



“ Vinatech is an unmissable event. We are always eagerly awaited by a great many customers and prospects, keen to explore the latest technological developments in the wine-growing equipment on show. It's also an opportunity for the profession to promote its services.

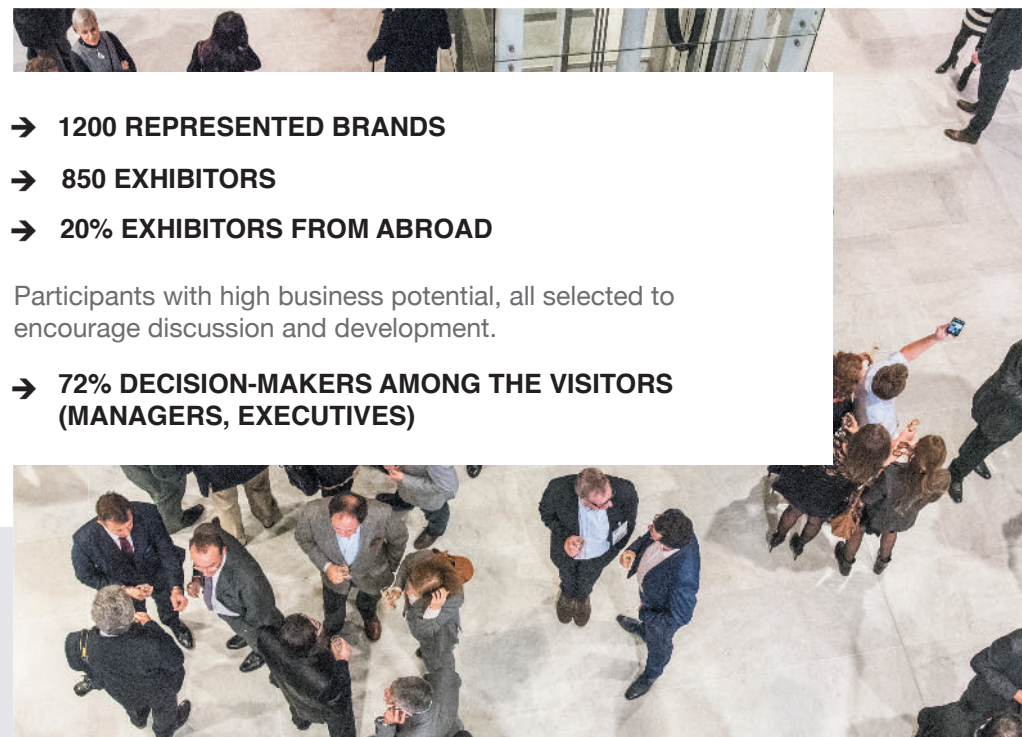
_Paul CHAMBON, New Holland



AN INTERNATIONAL BUSINESS

A BUSINESS-CLASS TICKET TO BORDEAUX

The wine-growing, arboriculture, and vegetable production industries are meeting in Bordeaux to talk business. An ideal opportunity to find new customers, grow your reputation, and strengthen your trade relations.



- 1200 REPRESENTED BRANDS
- 850 EXHIBITORS
- 20% EXHIBITORS FROM ABROAD

Participants with high business potential, all selected to encourage discussion and development.

- 72% DECISION-MAKERS AMONG THE VISITORS
(MANAGERS, EXECUTIVES)

PROVEN EFFECTIVENESS

EXHIBITORS

84 %*
are satisfied with
their tradeshow!

69 %*
french exhibitors have
closed at least one deal with
a foreign customer

VISITORS

96 %*
are satisfied
with their visit

90 %*
say they want
to come back
* SOURCE /
COHDA survey

BUSINESS MEETINGS: THE IDEAL PLACE FOR YOU TO GROW YOUR BUSINESS INTERNATIONALLY

A meeting place in partnership with the network EEN, Agri Sud-Ouest Innovation, Atlanpack & CCI Nouvelle-Aquitaine.

TOMORROW'S HERE NOW

STIMULATING INNOVATION

Our industry has great challenges to tackle and must keep evolving and reinventing itself. This is why the fair highlights innovation, and those who create it.

The future of the sector is exhibited at Vinatech-Sifel.

EXCLUSIVE AWARDS

The Show awards in numerous categories, including the **Vinatech-Sifel Awards** for product, process and technical innovation

It highlights numerous innovations in collaboration with:

- The **Amorim Awards** for young entrepreneurs
- The **Oenovation Award**, the packaging competition, and more...



Prospective exhibitors

Can submit their applications at Vinatech-Sifel
Awards from January 2018
www.vinatech-sifel.com



ECOPHYTO AREA

« ALTERNATIVE SPRAYING SYSTEMS »

More than 700 m² dedicated to the latest spraying equipment, and discussions led by experts and exhibitors selected by our partners:



THE VINIPACK COLLOQUIUM ON ADVANCED MARKETING AND PACKAGING



IDEAS FORUM WITH CONFERENCES AND DISCUSSIONS ABOUT INNOVATION AND NEW TECHNIQUES