

Millésime Bio 2021 - 100 % DIGITAL A SUCCESSFUL CHALLENGE!



Adapting the world's largest organic wine fair into a 100% digital version: the challenge was huge and it has just been achieved by Sudvinbio, the organiser of Millésime Bio, which ends this Wednesday 27 January 2021. By maintaining this event at the end of January, Millésime Bio continues to establish itself as the year's first international trade fair of the wine industry. During these three days of the digital fair, accessible worldwide 24 hours a day, more than 3,000 buyers were able to access the digital platform and exchange with the 1,000 exhibitors connected to their virtual stands. This success confirms the importance for both exhibitors and visitors to see their commercial exchanges assured and the business dynamic revived. Given the enthusiasm encountered, Sudvinbio has already announced the reopening of the fair's platform for a 2nd session on 18 and 19 March 2021.

Attendance commensurate with the needs of the sector

During three days, **3,000 visitors** from **52 countries** logged on **Millésime Bio 100 % digital**, a format that allowed **54% of French professionals** and **46% of foreign visitors** to be welcomed on the platform at a time when international exchanges are at a standstill. Professional buyers from all horizons, confirming the position held by the world organic wine trade, a major marketplace: importers, representatives of mass distribution, wine merchants and representatives of the sector were present. **More than 15,000 exchanges** took place on the fair's digital platform, by videoconference or by chat.

3,000
visitors

15,000
exchanges between
exhibitors and visitors

52
countries represented

1,000
exhibitors

Top 4 countries
among the
international visitors:

Germany
Belgium
Canada
United States

A much-awaited business event

The **1,000 exhibitors** participating in this definitely special edition salute the decision to have maintained the Millésime Bio fair, which remains for them an opportunity to create quality exchanges with the buyers they meet. "It was important to give the winegrowers the opportunity to ensure their meetings at the beginning of the year and to assert their visibility, underlines Jeanne Fabre, president of Millésime Bio. A success made possible by the support of the Region which allowed us to be reactive and to create a 100% digital platform in record time".

Looking to the future

Given the success and the enthusiasm of the participants in this first edition of the fair in a 100% digital version, Sudvinbio announces **the reopening of the Millésime Bio 2021 platform on 18 and 19 March 2021**. This second session will enable exhibitors to reinvest their virtual stands free of charge to continue the commercial work they have started, and to open on the digital platform the area dedicated to the **presentation of the wines awarded in the Challenge Millésime Bio 2021** contest, the winners of which will be announced on 24 February 2021. This is yet another opportunity for the association organising the world's largest organic wine fair to show its unwavering support for the sector.

The next face-to-face edition is also scheduled: Millésime Bio 2022 will be back at Montpellier Exhibition Centre, France, on 24, 25 and 26 January 2022.

For further information, please contact

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