

EUROVINO
Trade fair for wine. Karlsruhe.

Market-relevant exhibitors and an attractive programme: Highlights of the EUROVINO pre-event

Karlsruhe, 22.02.2023. At midday on March 6, 2023, exhibitors, potential exhibitors and visitors will get an exciting first insight into EUROVINO - Trade fair for wine. The event will take place in the Aktionshalle of Messe Karlsruhe with an attractive supporting programme and selected exhibitor portfolio. The trade fair itself will open its doors for the very first time on March 3 & 4, 2024.

The spotlight will be on climate change, Piwi and women in the industry, with a packed programme also covering key trends and topics.

On March 6, 2023 at 1pm, Britta Wirtz, Managing Director of Messe Karlsruhe, will welcome guests to the pre-event and unveil the packed programme which will be dedicated to current and future wine industry topics. One of the highlights will be the keynote speech by Karsten Schwanke, ARD meteorologist and presenter, who will address climate change as a challenge for society as a whole, and the wine industry in particular. Afterwards, Dr. Hermann Pilz, Chairman of the Advisory Board of EUROVINO, will moderate a series of lectures with various scientists and practitioners on the topic of "Piwi (fungus-resistant) and resistant grape varieties in development and marketing". Another highlight will be the presentation of the winners of the Fair Wine Award by, among others, Peter Hauk, Minister for Food, Rural Areas and Consumer Protection in Baden-Württemberg. The Fair Wine Award is the first international competition for sustainable and forward-looking wines, which will be qualitatively assessed by an independent and expert jury of experienced wine aficionados and scientists. All wines entered in the Fair Wine Award will also be available in a tasting zone at the pre-event.

Following the presentation of the Fair Wine Award, Claudia Stern, advisory board member of EUROVINO, will talk to the women making their name in the German wine industry about courage, challenges, successes and trendsetting. She will also discuss the role of women in agriculture, as well as the wine scene as a whole. In addition, visitors can experience the "Digital Wine Exchange" for the first time at the pre-event – a format with which Messe Karlsruhe is breaking new ground in the wine sector, and offering vintners and wine producers the opportunity to present their products at the trade fair without actually being there in person.

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Pre-event products and presentations

In parallel with the supporting programme, the presentation of a market-relevant exhibitor portfolio is another focus of the pre-event. Messe Karlsruhe, together with the EUROVINO advisory board, has curated an exhibitor line-up of renowned companies and organizations from the wine industry to underscore the importance of the new trade show. Visitors can look forward to relevant importers, including Wein Wolf, Schlumberger, Les Grands Chais de France, Saffer Wein, Peter Riegel Weinimport and Kierdorf Wein. Innovative new producers such as Zukunftsweine, Piwi Kollektiv and Piwi International will also be represented, as well as Champagne Laurent-Perrier and Privatkellerei Rolf Willy. The exhibitor portfolio of the pre-event is also complemented by media partners such as Vinum and forward-looking associations such as Ecovin. And so while the pre-event offers exhibitors the opportunity to present their offerings to trade visitors, potential new exhibitors can also find out about the design and cost of stands at the show. The presentation options at EUROVINO 2024 range from complete packages in different sized designs to individual single and joint stands.

"We would like to give both trade visitors and would-be exhibitors a trendsetting flavour of EUROVINO 2024, with the supporting programme geared towards current and forward-looking topics, as well as the selected exhibitor portfolio. In this context, we are very much looking forward to the feedback from guests during the networking evening of the pre-event," says David Köhler, Project Manager of EUROVINO. The evening reception starts at 5.30pm.

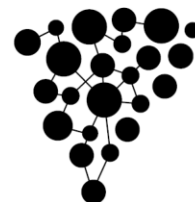
All information on the pre-event on March 6, 2023, including the supporting programme and complete exhibitor overview, is available at eurovino.info/en/pre-event. Interested parties can also register for the pre-event free of charge.

About EUROVINO 2024

At the center of Germany's four largest wine-growing regions, Baden, Württemberg, Pfalz and Rheinhessen, Messe Karlsruhe presents EUROVINO - Trade Fair for Wine, the new platform for wine producers, marketers and buyers with a focus on the European market. In addition to the range of exhibitors, specialist lectures and further education formats complement the profile of EUROVINO. Ecology and sustainability from cultivation to production and distribution are always in focus. EUROVINO is aimed at German and European suppliers with a market-relevant range of wines and sparkling wines, as well as complementary products from exhibitors. Visitors and decision-makers from the specialist and retail trade, internet and mail-order businesses, as well as the hotel and catering sectors will also be in attendance.

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The range of products and services is curated by Messe Karlsruhe and the prominent trade fair advisory board, so that attendees can meet competent exhibitors whose products and services are both targeted and relevant.

Read more about EUROVINO 2024 at eurovino.info, [Instagram](#) and [Facebook](#)!