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JUNE

WINEXPO — GEORGIA —

14th International Wine and Spirits Fair



Tbilisi, Georgia



JUNE

12



ABOUT THE EXHIBITION

WinExpo Georgia is a leading industry exhibition with a continuous 14-year long tradition. It is the best opportunity for Georgian producers to present their products to both local and international markets. Despite the global crisis caused by the pandemic, international interest in Georgian wine has continued to grow, which directly affects the scale and importance of the exhibition.

WinExpo Georgia is the only exhibition in Georgia where local producers are presented together with companies representing technologies and auxiliary materials – packaging, fertilizers, viticulture-winemaking machinery, nurseries, glass, accessories, and services – from different countries around the world.

It is also a wonderful place for those who want to taste the best wine and spirits, meet winemakers, get acquainted with industry news, innovations, and industry development trends.



OBJECTIVES OF THE EXHIBITION

This year, the exhibition center will bring groups of foreign buyers from a number of European countries. The exhibition will be attended by wine agents, traders, representatives of hotels and restaurants, medium and large retail chains, profile shops, wine professionals and amateurs, and international media.



Participation in the exhibition helps companies in:

- ▶ Improve product quality and competitiveness through information exchange;
- ▶ Finding partners;
- ▶ Introducing and promoting the product to an audience of several thousand;
- ▶ Direct opportunity for product presentations and tastings;
- ▶ Connecting with wine agents;
- ▶ Participating in a wine competition organized in accordance with international standards.





Wine Award

13TH INTERNATIONAL WINE COMPETITION

In frames of Winexpo Georgia will be organized the 13th International Wine competition. The winning wines will be revealed in 8 categories and will be awarded with gold, silver, and bronze medals.

The jury of the competition consists of Georgian and foreign wine, specialists, and international experts. The aim of the competition is to promote the best Georgian wines, increase their quality, and Positioning.





300 wine samples were examined in the 2021 wine competition, and the jury included:

Tim Atkin – Chairman-Winemaster of Wine from (GB), award-winning wine writer printed in such publications as Harpers, Decanter, and many more.

Felicity Carter – Wine Expert (USA), member of many international tasting juries

Aurora Judi – Enologist (Reims Champagne-Ardennes), consultant for Eastern European Wine Enterprises, Jury member for many international competitions

Levan Mekhuzla – Enologist, Chairman of the National Wine Agency of Georgia

Mikheil Meskhiah – Enologist, Wine Expert

Ana Godadbrelidze – Enologist, Chairwoman of the Wine Agency Tasting Commission





WINE EXPORT FORUM

The Wine Export Forum is a professional platform for B2B meetings among international wine importers and local wine producers. Participants will discuss different markets, opportunities and suggest practical advice for producers.

The forum was first held during the 2021 wine exhibition. At the forum, wine importers talked about the specifics of various markets, demand, topical trends, wine positioning, and expectations from Georgian wine. An active discussion took place.

The forum was attended by more than 100 wine producers and laid the foundations for a number of promising initiatives.

The forum scheduled for 2022 is planned to be held on a large scale, with plans to invite international distributors and organize B2B meetings.





MARKET OVERVIEW

According to the National Wine Agency, in 2021, 107 million bottles of wine were exported from Georgia to 62 countries around the world – the highest figure ever in the period of an independent Georgia.

In 2021, both the number of exported wines and export revenues increased by 16% compared to 2020.

In addition to wine, 42.2 million bottles (0.5 L) of brandy were exported from Georgia to many countries across the globe in 2021, which is 30% higher than in 2020 and is 554% more than in 2012 (only 6 million bottles were exported). Revenue from brandy exports reached 78.3 million USD (an increase of 19%).





WINEXPO 2021

In 2021, the 13th International Exhibition of Wine and Spirits featured a record number of 160 producers (including family cellars, medium and large enterprises, biodynamic and qvevri wines, new (2019-21) wineries exposition, wine technologies, packaging and accessories).

Despite the difficulties of the COVID-19 pandemic, the event was held with big success demonstrated its importance in the regional market. Small and family cellars participated alongside large companies in the exhibition.

parallel to the exhibition, the 12th International Wine Competition was held.

Winners were revealed in 8 categories; gold, silver, bronze, and trophy medals were awarded with up to 300 wine samples tasted.



LIST OF PRODUCTS



Wine



Sparkling wine



Spirits



Production machines



Packaging technologies



Ingredients
Fertilizers



Additives



Vine and vineyard
care techniques



Seedlings



Glass containers



Accessories

ABOUT US

ExpoGeorgia is the only exhibition center in Georgia and also one of the leading centers in the Caucasus region. The company organizes exhibitions, various conferences, congresses, and events. Over the years, ExpoGeorgia events have become an excellent platform for decision makers to evaluate new products, build contacts, expand relationships with suppliers, and make purchases. Many local and international companies consider ExpoGeorgia to be a reliable partner and an important ally in establishing and developing business relationships.





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