



**2nd edition for www.winefair.com,
the 3D virtual wines and spirits international tradeshow
14th to 18th March, 2011**



On the strength of the success enjoyed by the first edition, French company INNOVIN will launch the 2nd edition of the 3D virtual wines and spirits international tradeshow, to be held from 14th to 18th March, 2011 on www.winefair.com. For winegrowing, winemaking and sector professionals, this real-time, virtual tradeshow represents a unique opportunity of multiplying dialogue and contacts on an international level, without having to travel and at a lesser cost.



In the same way as traditional tradeshows, with technology added, WineFair provides 3 styles of booth to exhibitors: plain, standard or design. Each style features a calendar for use in arranging online meetings, the exhibitor's business card, as well as videos, brochures and detailed descriptions of the wines and their estates.

WineFair provides visitors and exhibitors with the latest technology in real-time, interactive communication: webcams, audio-conferencing and chat. Given the great success of our live conferences during the first edition, the 2011 tradeshow will be bolstering that activity with a host of speakers from the wine industry who will be dealing with all sector news items.

This year, the www.winefair.com platform will be available in both French and English so as to welcome visitors from across the world. Last year, over one third of visitors came from abroad, mostly the European and the American continents.

In 2010, close to 50 exhibitors participated in this innovative world of wine project, and over 4,300 visitors from all backgrounds were listed, mainly importers, wholesalers, CHRs, sommeliers, wine retailers and journalists.



For more information, please visit:

www.winefair.com

<http://www.facebook.com/3dwinefair>

<http://twitter.com/winefair2011>