

## Summary of the 18<sup>th</sup> edition of the MILLESIME BIO trade fair January 24<sup>th</sup>, 25<sup>th</sup> & 26<sup>th</sup>, 2011 – Montpellier, France

The 18<sup>th</sup> edition of the Millésime Bio organic wine trade fair organised by the AIVB-LR (Languedoc-Roussillon Organic Wine Trade Association) was held at the Montpellier Exhibition Centre from January 24<sup>th</sup> to 26<sup>th</sup>, 2011. The event gathered 560 exhibitors hailing from 15 countries. The trade fair received financial support from the Languedoc-Roussillon Regional Council and the European Union. It was held at the same time as International Business Forum organised by Sud de France Export (Wine sector).



Total attendance at the Millésime Bio 2011 trade fair reached **3,200 visitors** against 2,700 visitors in 2010, that is up 18% in 2011. **39 foreign nations** were represented, including Australia, Belgium, Canada, China, Dubai, Germany, Spain, the United States and the Scandinavian countries. The trade fair mostly attracted importers (18%), wine retailers (18%), wine wholesalers (10%) and HO-RE-CA (7%).

Wine made with grapes from organic farming meets the demand for authentic, quality products obtained from environmentally-friendly practises and using no GMOs, artificial pesticides or chemical fertilisers. It is **one of the organic products attracting the most new consumers** on the French market and is experiencing growing success in export. The market's worldwide growth is affecting most wine-consuming countries and uses the full range of distribution circuits (wine retailers, HO-RE-CA, mass distribution, specialised networks).

The increase in the amount of visitors confirms the organic wine market's momentum and the effectiveness of the synergies that have been set up with the Languedoc-Roussillon Region.

**Comments made by participating businesses** demonstrate their satisfaction:

*"I find the trade fair is well organised. It seems to be becoming increasingly attractive, for the visitors come from many different countries. I hope the trade fair will continue to grow and that it will be a success next year once again."*

Emiliana Vineyards (Chile)

*"I was pleasantly surprised by Millésime Bio 2011. I have made new international contacts as well as the contacts with our usual customers. I also enjoyed the time I spent with winegrower colleagues from other winemaking regions. Everything at Millésime Bio 2011 was well organised: there was sufficient space between the stalls, and all stalls were identical, free of any advertising banners (...). I think I'll be back next year."*

Strohmeier (Austria)



*"(...) I am taking this opportunity to tell you about the pleasant surprise we had during these three days of intensive work. It was really an event of great quality!"* Pares Balta (Spain)

**The next Millésime Bio trade fair will be held from January 23<sup>rd</sup> to 25<sup>th</sup>, 2012** at the Montpellier Exhibition Centre.

Photos of the event are available on the website at [www.millesime-bio.com](http://www.millesime-bio.com)