

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Spirit Success at the Javits Center

March 2018

More than 3,000 wine enthusiasts poured into the Javits Center earlier this month for the very popular Vinexpo -- the first time this event has been held at the convention center on Manhattan's West Side. From all accounts, the event was a tremendous success -- and its producers are now planning its return to our halls next year.

Five hundred exhibitors from 23 countries around the world participated in the two-day event, which included an appearance by business guru Martha Stewart, who met with suppliers inside the sun-splashed River Pavilion. The event included numerous educational programs that provided attendees with the latest trends on consumption and production, as well as the advent of e-commerce and the impact of climate change.

According to event officials, more than 1,000 meetings were scheduled between exhibitors and visitors, proving the power of the wine industry and the excitement with the event's move to the Javits Center. Registration for the 2019 event will

open in September 2018.

“Our expectations in launching Vinexpo New York were high, and we are thrilled that they were exceeded,” said Guillaume Deglise, CEO of Vinexpo. “The U.S. is in the spotlight right now given its status as the number one-consuming market in the world, and with interest in imported wines, especially among millennials, at an all-time high.”

“We were thrilled to host Vinexpo for the first time, and we look forward to building on this year’s success in 2019,” said Doreen Guerin, Senior Vice President of Sales and Marketing. “This event is great for New York because it attracts so many exhibitors and attendees from around the world who support our local businesses and the region’s economy.”

