

# Wine

## Prague 2017

[www.wineprague.com](http://www.wineprague.com)

## 3<sup>rd</sup> edition of the Czech Republic's biggest wine event is a success!

The third annual international wine exhibition Wine Prague 2017 has just finished. Taking part in the three-day event at PVA EXPO PRAGUE were 337 exhibitors from the Czech Republic and abroad. The satisfaction of exhibitors, whose ranks were primarily composed of wine-trade professionals, and the quantity of contracts entered into, point to the fact that Wine Prague confirmed its privileged status as the largest and most important wine event in the country, and simultaneously as one of central Europe's important wine fairs. Three times, now, Wine Prague has been an event that no right-minded professional in the field or knowledgeable wine lover would ever miss.

The organizer of Wine Prague is the company Yacht, publisher of the magazine WINE & Degustation and expert guarantor and main media partner of the exhibition. The exhibition Wine Prague 2017 was held with the support of the Czech Wine Fund and partnered by the Czech Sommelier Association, Oenoforum – the Czech International Wine Competition and the company Crystalex, which was the main supplier of glassware used at the exhibition's wine-tastings. New this year was the conclusion of a strategic partnership with the Czech mineral water company Korunní, producer of the only mineral water certified as suitable for drinking with wine and exclusive supplier of water to Wine Prague 2017.

Ready and waiting for the 8,460 visitors – comprising people working in HORECA, importers, distributors, sommeliers, wine merchants, aficionados and wealthy private customers – was 6,500 m<sup>2</sup> of exhibition space occupied by 337 exhibitors from the Czech Republic and around the world. Compared to last year, the exhibition space was remodelled so that the exhibition was more compact and provided better accessibility. For the first time, the organizers also got hold of the most modern of Letňany's exhibition halls, in which Czech and Moravian winemakers presented their wineries. In the two wine-tas-

ting rooms and at several stands of wineries and importers, a varied and highly attractive accompanying programme of fascinating wine-tasting and presentations was enjoyed. This year, numerous stars of the wine world also appeared at Wine Prague 2017.

Wine Prague 2017 has underlined its privileged status as an important wine exhibition in central Europe. Are you looking for a business opportunity in the wine markets of the Czech Republic and neighbouring countries? The Czech market has once again shown its enthusiasm for getting to know new wines. While demonstrating its loyalty to its national winemakers, it has also shown that – as a market which still has to import over 70% of its wines – it remains a fantastic and up-for-grabs opportunity for top-quality foreign wine producers and their importers. Already, preparations for the 4th exhibition – Wine Prague 2018 – are under way. You can find all additional information, including direct telephone contacts at [www.wineprague.com](http://www.wineprague.com). The organizing team is ready to directly help all potential exhibition participants and offer advice on how best to present themselves – email us at [info@wineprague.com](mailto:info@wineprague.com).

**Number of exhibitors: 337**  
**Exhibition space: 6 500 m<sup>2</sup>**  
**Number of visitors: 8 460**

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Projekt s podporou Vinařského fondu