

Wine

Prague 2018

www.wineprague.com

4th year of the Czech Republic's biggest professional wine event marks another success.

The fourth international wine trade fair, Wine Prague 2018, was held in Prague at the PVA EXPO PRAGUE exhibition centre in Letňany between 21 and 23 May. The three-day event brought together 272 exhibitors from Czechia and abroad. The Wine Prague trade fair was a prestigious event, attended by the vast majority of trade professionals and knowledgeable wine-lovers. Wine Prague 2018 underlined its privileged position as the largest and most important wine fair in the Czech Republic and also one of central Europe's most important such events, all of which is confirmed by the satisfaction of exhibitors and visitors, the quantities of new contracts and the positive media coverage.

The organizer of Wine Prague is the company Yacht, publisher of the magazine WINE & Degustation. It also acts as the fair's expert guarantor and principal media partner. The Wine Prague 2018 trade fair was organized with the support of the Wine Fund of the Czech Republic, with additional partners including the Association of Sommeliers of the Czech Republic, the company Crystalex – the main supplier of glassware for the event's wine-tasting, and Karlovarská Korunní, s.r.o., which as the only certified producer of mineral water suitable for wines was the exclusive supplier of water to Wine Prague 2018.

The 9306 visitors from the HORECA sector, importers, distributors, sommeliers, wine traders, professionals and leading private customers were welcomed into a 4,500 m² exhibition area by 272 exhibitors from the Czech Republic and around the world. The 15% increase in visitors from the HORECA sector and wine traders compared to last year is a very positive development. This year the exhibition area was rearranged to make the trade fair more compact and create better access. The organizers situated all exhibitions in one hall, while all technical facilities were discreetly concealed in another hall outside the official exhibition area. This meant the exhibition was set out more logically, and visitors were able to move around faster between stands. Once again, an attractive programme of wine-tasting and presentations was held in the two wine-tasting halls, with B2B meetings in other rooms. Wine Prague 2018 was also a popular destination for

the leading lights from every part of the wine world. Thousands of wines could be tasted – from the Czech Republic, Europe and far-flung regions of the globe. This year the Italians brought an extensive and well-organized exhibition, with Italian wine-makers, traders and marketing organizations continuing to affirm their export successes.

The Wine Prague 2018 trade fair underlined its privileged position as one of central Europe's more important wine fairs. Are you looking for a business opportunity in the wine markets of the Czech Republic and neighbouring countries? The Czech market has shown once more its willingness to embrace new wines. Whilst it's certainly loyal to domestic wine-makers, it's nonetheless a market that has to import 70% of its products, and therefore still represents a fantastic, welcoming opportunity for quality wine-makers and their importers. Preparations are now underway for the fifth event – Wine Prague 2019. Once again, this will be taking place in May. You can find all other information, including direct telephone contacts, at www.wineprague.com. The organizing team is ready to help each and every interested participant to ensure they optimize their presentation – email us directly at info@wineprague.com.

Number of exhibitors: 272
Exhibition space: 4 500 m²
Number of visitors: 9 306

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KORUNNÍ
 O kapku lepší chut'
k vínu

SVAZ VINARŮ
 České republiky

VINÁŘSKÝ FOND
 ČESKÁ REPUBLIKA

Vína z Moravy
 vína z Čech

Vino
 na dotek

Crystalex

oenoforum 2018
 Czech International Wine Competition

Projekt s podporou Vinářského fondu