



NZ to host new 2024 international wine trade event in Blenheim

Blenheim, New Zealand — Get ready to experience the latest and greatest in the wine industry with the highly anticipated New Zealand WinePRO trade event! This new trade event will be held in Marlborough, the biggest wine production region in New Zealand, from 25 to 27 June, 2024.

With the tagline 'Vine to Wine', WinePRO will showcase the latest products, new technology, and connect the leading suppliers with members of the wine production industry. This event will provide an opportunity for the wine industry to come together and learn about the latest trends, network with each other, and discover new ways to grow their businesses and improve efficiencies and production, with an exhibition showcasing the latest and greatest.

The event has been a vision of the Marlborough District Council and Wine Marlborough, recognising the importance of wine to not only the region but nationally - and the need to have a biennial event to bring the industry together across New Zealand and the world. The venue will be at Stadium 2000, combining indoor and outdoor display spaces and featuring an educational program as part of the overall event.

The organisers of the Winetech Exhibition in Australia have collaborated in establishing the framework and are working with a local New Zealand-based team to deliver the inaugural event.

Marlborough Mayor Nadine Taylor said, "This event is an opportunity for us to celebrate New Zealand's international reputation as a wine producer, as well as cement Marlborough's place as a hub of technology and innovation. With our region accounting for over three-quarters of New Zealand's wine production, Marlborough is the perfect place to host this fantastic new event."

WinePRO will feature a variety of exhibitors, including leading suppliers of wine production equipment, vineyard management tools and other industry-related products. The event will also feature a dedicated conference programme and workshops that will provide attendees with valuable insights into the latest trends and advancements in the industry.

Whether you are a winegrower, winemaker, vineyard manager or any other member of the wine production industry, WinePRO is the event you don't want to miss. Be sure to mark



your calendar and contact Gary Fitz-Roy (garyf@expertiseevents.com.au) if you would like further information.

Gary Fitz-Roy from Expertise Events, who will be organising the event said, “We are excited to be part of this project and look forward to delivering an event that unites the wine industry face-to-face in the biggest wine region of New Zealand”.

For more information, please contact garyf@expertiseevents.com.au ph +61 2 9452 7575.

About WinePRO:

WinePRO is a trade event designed to showcase the latest products, new technology, and connect the leading suppliers with members of the wine production industry. With a focus on bringing the industry together, WinePRO provides a unique opportunity for attendees to network, learn, and grow their businesses.

It is being organised by Expertise Events NZ, organisers of Winetech in Australia.

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