

London, August 27, 2021

Dear future exhibitor and partner,

I am aware that **the quality of a fair depends mainly on the quality of its visitors.**

I hope you will benefit from my expertise in buying wine in Asia for major importers and thousands of shops and distributors for over 15 years, as well as my in-depth knowledge of your business, having visited hundreds of wineries in person for many years and tasted many wines at trade fairs, wine tours and as president of the jury of many international competitions.

Having participated in dozens of trade fairs around the world, I have noticed that 10% to 20% of visitors are usually potential buyers.

In order **to optimize sales at the trade fairs** we will be organizing from 2022 onwards throughout the world, **a department of experts will be dedicated to finely select the visitors** to perfectly fit your business especially your objective to increase your profit.

For each show, a strong team will also be dedicated **for the sole mission of contacting buyers from import and distribution companies of wine, beer, and spirits** locally, in neighbouring regions, nationally, and internationally.

In line with **our objective of adding to the growth of our exhibitors,** data and feedback on sales, **'real buyer' visitors profiles** and other associated business aspects between participants will be analyzed after each show.

Exhibitors who trust us from 2022 onwards will be able to **benefit from our extensive prospecting work this year** and in subsequent years if they so wish, **as they will have priority registration for the next shows in 2023.**

Given the small size of all our shows, **all exhibitors at our fairs will benefit from the visit of buyers.**

Our job is **to be a real vector of additional and sustainable export sales for you, worldwide,** through all our shows.

The passion that drives me and drives you will be shared in an extremely professional way with all our visitors at our wine fairs. Join us as soon as possible to start a new adventure full of commercial success and remarkable business experience for all.

Alexandre Petit | Media International News
Founder & CEO

