

VINEA press release / Annual General Meeting March 7th, 2017

VINEA continues to forge ahead, welcomes new president

VINEA Association presented a review of its 2016 activities at its Annual General Meeting. The Association remains true to its aim of being a dynamic, multi-skilled player promoting Swiss wines, and a leader in the organisation of wine competitions. The first edition of VINEA On Tour held in Zurich lived up to members' expectations and thus the committee plans to repeat and further develop this event. After more than seven years as president of the Association, François Murisier handed over the baton to David Genolet, director of FVS Group.

Elisabeth Pasquier presented a detailed review of 2016, a very busy year in terms of organising national and international competitions and events across Switzerland.

Already highly active in Switzerland and abroad, this year the Association will be involved in the prestigious Citadelles du Vin competition (Bordeaux) which will be computerised.

In 2017 VINEA will organise the first Festival des Pinots. Held just before the Swiss Wine Fair in canton Valais, this will give the winning producers from the 20th Mondial des Pinots another opportunity to showcase their wines.

Committee line up changes

Speaking at the AGM after seven years at the head of VINEA, which has gone from strength to strength during this time, François Murisier proposed a successor chosen with the aim of developing the events arm of VINEA. The out-going president, who will oversee a year's transition period, commented: "David Genolet has a great deal of experience in the events sector and has proved himself at FVS Group, his appointment brings energy and talent to VINEA."

The decision to appoint a president who is active in the events sector is a real bonus for VINEA. For David Genolet, "the Association should be proud of having created one of the leading fairs of its kind in Switzerland. Now it is up to us to take this innovative spirit forward, so visitors will enjoy a truly special, wine-related experience when they come to Sierre in September, and similarly at the VINEA On Tour events in Switzerland."

The City of Sierre rejoices

These sentiments were echoed with enthusiasm by Pierre Berthod, president of the town of Sierre: "VINEA reflects Sierre's focus on tourism, with an emphasis on wine, sun and a certain flair. We are delighted to hear about the plans to develop these existing partnerships."

Another change was announced in the shape of long-standing (since 1999) VINEA Association committee member Jean-Michel Bonvin, who handed over to Sierre wine grower Olivier Roten, responsible of Caves du Paradis in Sierre, holder of a OIV Masters qualification in Wine Management.

Jean-Michel Bonvin paid tribute to François Murisier, highlighting the skills and vast national network of contacts which have most certainly served to shape the Association. Those present at the meeting gave hearty applause and thanks to both for their unfailing service to the promotion of the wines of Switzerland.

2017 dates for your diary

VINEA Association is busier than ever! In 2017, the following events will be happening in Switzerland:

April 21 st - 23 rd in Sierre: 10 th edition of Mondial du Merlot et Assemblages
May 17 th in Zurich, awards ceremony and Festival of Award-Winning Merlots
June 26 th – July 1 st in Sierre: Grand Prix du Vin Suisse
August 6 th - 8 th in Sierre: 20 th edition of Mondial des Pinots
August 31 st in Sierre: Festival des Pinots
September 1 st - 2 nd in Sierre: VINEA Swiss Wine Fair
October 31 st in Bern, Gala des Vins Suisses, organised in partnership with Vinum magazine
End November in Zurich, 2 nd edition of VINEA On Tour

For further details:

VINEA Association

Elisabeth Pasquier, director

Rue Beausite 4

3960 Sierre, Switzerland

Tel + 41 (0) 27 456 31 44

info@vinea.ch

www.vinea.ch