

28-29, FEBRUARY
B2B MEETINGS &
COMPANY VISITS

RIOJA WINERIES
WINE IMPORTERS



Welcome to The Rioja Wine Trade Mission– SPAIN

A WINE B2B MISSION - FEB. 2024

The Mission

In February 28th and 29th of 2024, The Rioja Wine Trade Mission will join Spanish wineries from La Rioja along with importers and distributors from Europe, America and Asia.

The event will consist of:

- **B2B meetings:** Bilateral business meetings (25' each one) previously established in individual agendas, between local companies and importers. Importers will pre-scheduled 11 meetings up to the total of 16. The other 5 will be added by the organisation, depending on the interests of the Rioja wineries.

It's the central action of the Trade Mission. Participants must respect the timetable established for interviews. A siren will advise of the end/ beginning of the following interview.

Rioja companies have fix tables duly numbered. Importers will attend the tables to meet Rioja companies according to their individualized agendas.



- **Visits to Rioja wineries:** buyers could choose 3 wineries to visit on the 29th of February, previously established in individual agendas (according to the selection made by each importer).



*Video of 2023 RIOJA WINE TRADE MISSION: https://sie.fer.es/fertv/entrada_32624.htm

DATES

Mission dates: 28th and 29th February 2024

Deadline for Registration: The deadline for registration is: **15/12/2024**

Website of the event: <https://rioja-wine-trade-2024.b2match.io/>

RIOJA WINE TRADE MISSION 2024

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SECTOR TARGETED

Spanish wineries from one of the most important wine Designations of Origin in the world, DOCa Rioja.

IMPORTERS PROFILE

Importers / distributors with purchasing capacity (minimum turnover of 500.000 €/per year), companies legally established for a minimum of three years.

LOCATION **Logroño** (La Rioja province) – Spain



Logroño is the financial capital of [La Rioja](#), a region located in the Ebro river valley in northern Spain, whose privileged land and climate conditions have fostered a long tradition in the production of high quality wines, vegetables and other agrofood products.

Logroño is also one of the most important towns on the Pilgrim's Route to Santiago de Compostela. A crossroad of considerable cultural relevance that has left an interesting monumental legacy.

The airport [Logroño-Agoncillo](#) connects the city with Madrid, and [Bilbao](#) is the nearest international airport.

PROGRAMME

	AM	PM	EVENING
27 th Feb.	Arrivals to Logroño		
	B2B MEETINGS		
Day 1 28 th Feb.	<ul style="list-style-type: none">08:15h. Transfer to Riojaforum (the venue)08:30h. Official welcome09.00 – 13.30h. B2B meetings (8 meetings of 25' each)	<ul style="list-style-type: none">13:30 – 14:30h. Lunch break organised and cover by FER14:30- 18:00h. B2B meetings (8 meetings of 25' each)	<ul style="list-style-type: none">18:15h. Farewell and transfer to the hotel18:30h. Free time, we will indicate options to dinner tapas&wines in the famous Laurel Street.
	VISITS		
Day 2 29 th Feb.	<ul style="list-style-type: none">09:00h. Pick up from hotel and transfer to the first visit location.11:30h. Pick up from hotel and transfer to the second visit location.	<ul style="list-style-type: none">Break for lunch15:30h. Pick up from hotel and transfer to the third visit location.17:30 to 18:00h. Transfer back to the hotel.	<ul style="list-style-type: none">18:00h. Free time
1 st Mar.	Departures		

VISITS

The importer/distributor will be able to choose 3 companies to visit on the 29th February among all the wineries which will take part in the event. Each visit will last around 2 hours.

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COSTS

Business Federation of La Rioja (FER), the main organiser will cover the following expenses of the importers:

- Outward journey to Logroño, La Rioja (Spain), and return to destination (flights and shuttles)
- Accommodation costs (up to 3 nights with Breakfast included)
- Trade fair entrance fee
- Lunch on the 28th February, during the B2B meetings at Riojaforum venue

LOGISTICS

Nearest Airport

Bilbao is the closest international airport. Usually, international flights will probably have their arrivals at Bilbao airport. FER will look for the best international connections.

Private shuttle transfers will also be arranged by FER to transport participants into the designated hotel in Logroño, and the same for the way back. The shuttle transfers will be organized in groups of 3 to 10 people, according to the arrival and departure flight schedules.

Transfer from Airport to Hotel

Private transfers will be available on the following dates:

- Outbound journey: 27/02/2024
- Return journey: 01/03/2024

Hotel

Pending of confirmation by mid-December 2023

During the stay in Logroño, buyers will be lodged at one of our best rated city center hotels (3 nights, breakfast incl).



CONTACT(S)

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