



Great Wine Capitals – Media Release

24 September 2025

Bordeaux to Host 25th Great Wine Capitals Annual Conference, Honouring the Network's Origins

Bordeaux, France [24 September 2025] - The Great Wine Capitals Global Network will hold its 25th Annual General Conference in Bordeaux, France, from November 2 to 6, 2025. As the founding city of the Network, Bordeaux plays host in this milestone year under the guiding theme "Genesis." The 25th edition of the AGM is more than a commemorative return. In the context of evolving challenges and opportunities for the wine and tourism sectors, the Genesis theme underscores a collective return to core values while addressing innovation, sustainability, and excellence. Delegates will gather from across the globe to share insights, celebrate achievements, and reinforce the collaborative spirit that defines the Network.

The conference will serve as a space for reconnection, reflection, and renewal as delegates revisit the founding principles of the organization and explore its role in shaping the future of global wine tourism.

Structured around five symbolic elements, the agenda is designed to offer inspiration, technical knowledge and cultural exchange. Each day aligns with a distinct focus:

- **Day 1: Air** – Opening sessions and vision-setting, focusing on inspiration and the long-term future of the network;
- **Day 2: Fire** – Thematic working groups, and immersive wine tourism experiences;
- **Day 3: Earth** – Vineyard and winery visits centered on terroir, sustainability, and tradition;
- **Day 4: Water** – Networking events and tastings fostering dialogue, partnerships, and international connection;
- **Day 5: Gold** – Knowledge Day - International Conference, culminating in the Best Of Wine Tourism Awards Ceremony.

A core feature of this year's AGM is a dedicated B2B meeting day that will bring together international buyers and wine tourism providers. These structured meetings are designed to generate meaningful business opportunities, foster long-term collaborations, and expand market access for wineries, tourism operators, and regional stakeholders. The format allows participants to engage in high-value exchanges, supported by targeted matchmaking and curated networking environments.

Another key component of the week's program is Knowledge Day, an intensive series of panel discussions, case studies, and expert presentations. The day will focus on actionable insight across topics including visitor experience, data-driven tourism strategies, and innovation in wine-related services. Knowledge Day serves as a think tank for delegates to

share research, best practices, and challenges, contributing to the continued advancement of the network's mission.

The Annual Conference will conclude with the highly anticipated Best Of Wine Tourism Awards Ceremony, where the Global Winners from each Capital will be officially announced. These awards honour exceptional achievements across categories such as architecture and landscape, art and culture, sustainable wine tourism, wine tourism services, and innovative experiences. The ceremony marks the culmination of a week dedicated to recognizing and raising the bar for excellence in wine tourism.

“Returning to Bordeaux for our 25th edition is more than a celebration. It is an invitation to remember where we began, so that we might better imagine where we are going. Genesis is our chance to root ourselves in heritage even as we reach for new horizons,” said Jacques Faurens, Executive Member and the President of the GWC Bordeaux Chapter.

Catherine Leparmentier, GWC Managing Director added: “In 2025, as we gather in the city where this Network was founded, we are inspired to dig deep into the past, honour our foundations, and emerge stronger, more connected, more resilient. We look forward to sharing this journey with members, partners, and friends from around the world.”

Event Information

Dates: November 2 to 6, 2025

Location: Bordeaux and Gironde, Nouvelle-Aquitaine, France

Hosted by: Bordeaux Gironde Chamber of Commerce and Industry

Attendees: Representatives of the 11 member capitals, international buyers, tourism professionals, wineries, institutional stakeholders, and media.

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About Great Wine Capitals

The Great Wine Capitals Global Network is an international alliance of renowned wine regions and their cities, founded in Bordeaux in 1999. It brings together leading destinations where wine and wine tourism shape culture, economy, and community life, offering a unique platform for cooperation, innovation, and global promotion. Through joint projects and shared values, the Network showcases the excellence of its members and strengthens the visibility and competitiveness of great wine regions worldwide.

The Network currently consists of 11 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Hawke's Bay, New Zealand; Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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