



WINEMAD

MADRID INTERNATIONAL
WINE FAIR

2026

HOSTED BUYERS
Program

1. OBJECTIVES

Objectives of the Hosted Buyers Program

The Hosted Buyers Program is designed with one clear purpose: **to create real, measurable business opportunities** for both exhibitors and buyers. Its mission is to attract and qualify high-level distributors, importers, and professional buyers (those with genuine purchasing power) from both national and international markets. By prioritizing the **internationalization of the wine sector**, the program positions WINEMAD as a dynamic and effective meeting point between supply and demand, ensuring valuable agendas, productive meetings, and tangible short- and medium-term results.

A second key goal is to **maximize the efficiency and quality of buyer-exhibitor connections**. Each hosted buyer will receive detailed advance information about the participating wineries and their products, be able to request appointments ahead of time, and enjoy a fully personalized meeting schedule during the fair. This approach minimizes downtime, increases the ratio of qualified meetings, and supports well-informed business decisions (thanks to specialized spaces such as the Varietal Gallery, professional tasting and networking areas, and the support of WINEMAD's Exhibitor Relations team).

A third objective is to build **loyal, long-term relationships** and position WINEMAD as a truly **buyer-centric fair**, setting a new international benchmark for the industry. The hosted buyer experience will be exceptional: priority accreditation, continuous support, high-value business content (including access to the Madrid Wine Summit), and immersive cultural experiences across the city through the **TASTE MADRID** program. The goal is to create a strong sense of community and ensure returning participation in future editions, while expanding the diversity of buyers in both geography and profile.

Finally, the program is designed to **measure, evaluate, and continuously improve**. It sets clear performance indicators, such as the number of validated buyers, market mix, scheduled and completed meetings, attendance rates, potential business value, and satisfaction levels from both buyers and exhibitors. Results will be summarized in a post-fair report for exhibitors and partner institutions. All of this is carried out with a commitment to transparency, verified profiles (free but qualified registration), digital efficiency, sustainability, and regulatory compliance.

2.

RECRUIT- MENT AND REGISTRA- TION

Recruitment and Registration Process for Hosted Buyers

The success of the Hosted Buyers Program depends on a careful selection process and personalized management from the very first contact. To achieve this, WINEMAD has developed a structured, four-phase system that combines proactive international outreach with digital tools designed to ensure the quality and authenticity of every participant's profile.

Phase 1. Identification and Recruitment

Drawing on specialized databases and strategic partnerships with embassies, chambers of commerce, trade associations, and export promotion agencies, the WINEMAD team will directly contact importers, distributors, purchasing agents, retail chain managers, HORECA professionals, and major retailers. Priority will be given to strategic markets such as the European Union, Latin America, the United States, the United Kingdom, and Asia. Each potential buyer will receive a personalized invitation highlighting the benefits of participating as a hosted buyer at WINEMAD. The International Relations team will also coordinate official trade missions in collaboration with ICEX, Wine in Moderation, the Interprofessional Wine Organization of Spain, and other sectoral entities.



2. RECRUIT- MENT AND REGISTRA- TION

Phase 2. Registration and Validation

Interested buyers must complete the Official Registration Form available on the WINEMAD website (section: Hosted Buyers – Distributors). Registration is free of charge, but supporting documentation will be required to confirm the applicant's professional activity in the field of wine purchasing, importing, or distribution.

The organization will individually verify each application, checking data and references to ensure that only active, legitimate companies within the sector are approved. Once validated, each buyer will receive their professional accreditation and access credentials to the appointment management platform.

Phase 3. Participation Preferences and Booking

Through the Hosted Buyers – Distributors Registration section, buyers will be able to specify their preferences: countries, wine categories, and price ranges of greatest interest. These details will allow the system to generate personalized meeting agendas and ensure efficient matching with the most suitable exhibitors.

The booking process will also include optional participation in the Madrid Wine Summit, exclusive networking activities, and TASTE MADRID experiences designed specifically for hosted buyers.

Phase 4. Pre-Fair Confirmation and Support

Before the event, each hosted buyer will receive a digital dossier containing all relevant information: the fair map, a list of exhibitors matching their profile, logistical recommendations, and access to the official WINEMAD mobile app. Through this app, buyers will be able to request appointments in advance, build their personal agenda, and communicate directly with registered wineries.

The Buyer Relations team will maintain continuous contact until the buyer's arrival in Madrid, offering assistance with travel, accommodation, and accreditation to ensure a seamless experience from start to finish.

3.

APPOINTMENTS AND AGENDA

Appointments and Personalized Agenda

The pre-scheduled meeting system is the core of WINEMAD's business model. Its purpose is to ensure that every distributor, importer, and buyer can hold productive, well-matched, and meaningful meetings with the exhibitors best aligned with their professional profile and commercial goals.

3.1. WINEMAD Matchmaking Platform

Once registration is validated, each hosted buyer will gain access to the WINEMAD Matchmaking Platform, available through the official website and fully integrated with the event's mobile app.

This digital tool enables buyers to:

- Explore a complete, up-to-date database of exhibitors, including product descriptions, DPOs, and export conditions.
- Request meetings with wineries and companies that meet their search criteria (wine type, region, volume, certifications, price range, or market focus).
- Accept or decline meeting requests from exhibitors.
- Organize their daily agenda within the official fair schedule.
- Receive automatic notifications about confirmations, meeting locations, and any changes.

The platform is designed to make business easy, efficient, and entirely digital, allowing professionals to focus on quality interactions and real opportunities.

3.2. Smart Matching System

WINEMAD uses an intelligent matching algorithm that cross-references each buyer's preferences (as stated during registration) with the commercial data provided by exhibitors. This process generates a priority list of matches that forms the foundation of each buyer's personalized agenda.

The system is intuitive and flexible, enabling both buyers and exhibitors to actively schedule meetings throughout the fair with just a few clicks.



3.

APPOINT- MENTS AND AGENDA

3.3. Personalized Digital Agenda

Each hosted buyer will receive a dynamic, digital agenda, accessible through the mobile app. It will include the exact date, time, and location of every appointment, along with a brief profile of each winery or company.

Meetings will have an average duration of 30 minutes, taking place either at the exhibitor's stand or in designated areas such as the Professional Networking Zone or the Varietal Gallery, depending on the type of meeting.

The system also allows users to add personal notes, bookmark favorite wineries, and rate the commercial interest of each meeting, generating a useful record for post-fair follow-up.

3.4. On-Site Support and Assistance

Throughout the three days of the event, a dedicated team of Business Relations Managers will assist hosted buyers and exhibitors in managing their schedules, sending reminders, and adjusting appointments in case of cancellations or changes.

A physical help desk will also be available within the International Buyers Zone, where participants can request assistance, information, or help in arranging additional meetings.

3.5. Informal Meetings and Open Networking

While the program encourages structured, pre-scheduled meetings, WINEMAD also fosters spontaneous business encounters through open networking areas, tastings, and presentations.

These informal interactions complement the formal meeting schedule, creating a more relaxed, social environment where new connections can naturally emerge.

4. SERVICES

Services for Hosted Buyers

The WINEMAD – Madrid International Wine Fair Hosted Buyers Program offers a comprehensive and carefully curated experience designed to ensure that every distributor, importer, or professional buyer finds the ideal conditions to do real business, strengthen partnerships, and discover new opportunities in the international wine sector.

Every detail has been considered to combine comfort, efficiency, and value, so participants can focus entirely on what matters most: building connections that drive to results.

4.1. Priority Accreditation and Personalized Assistance

Once registered, hosted buyers will receive a priority digital accreditation through the WINEMAD app, giving them exclusive access to all fair areas, including restricted zones and dedicated networking spaces.

From the moment of arrival at IFEMA Madrid, each buyer will have access to a personalized support point, staffed by a multilingual team ready to assist with any logistical, technical, or scheduling needs.

The Buyer Relations Team will accompany participants from registration through to their departure, ensuring a seamless, efficient, and enjoyable experience throughout their stay.

4.2. Access to the WINEMAD Professional App

Each hosted buyer will have full access to the official WINEMAD Professional App, a central tool for planning and managing their fair experience.

Through the app, buyers can:

- View and manage their appointment schedule
- Review exhibitor information in real time
- Contact wineries directly and request additional meetings
- Receive instant updates and notifications on changes or new opportunities

The app also allows users to generate personalized reports summarizing meetings, notes, and product evaluations, making post-fair follow-up faster and more effective.



4. SERVICES

4.3. Exclusive Workspaces and Business Facilities

WINEMAD provides dedicated, private spaces designed to foster concentration, comfort, and professional exchange:

- **Professional Networking Zone**, a calm, welcoming environment for cross-meetings and business conversations.
- **Varietal Gallery**, an exclusive tasting area for technical evaluations and presentations of selected wines, organized by grape variety and region.
- **Buyer Lounge**, a private area equipped with coffee service, technical assistance, Wi-Fi, and charging points.

All these spaces are clearly marked and managed by specialized staff to ensure confidentiality, comfort, and professional attention at all times.

4.4. Business and Knowledge Activities

The program includes free participation in the Madrid Wine Summit, WINEMAD's international forum dedicated to discussing key challenges and trends in the global wine industry.

Buyers will also be able to attend master sessions, specialized workshops, and innovation showcases, gaining valuable insights and inspiration for their business strategies.

All sessions will feature simultaneous translation and downloadable digital materials available through the app.

4.5. Social and Cultural Program: TASTE MADRID

Beyond the fairgrounds, hosted buyers will enjoy priority access to the activities of TASTE MADRID, WINEMAD's urban program that connects wine with the city of Madrid.

This includes themed tastings, chef-led pairings, wine routes through emblematic neighborhoods, and relaxed encounters with local producers and distributors after fair hours.

These experiences are designed to build personal relationships and create a friendly, authentic atmosphere that fosters future business collaborations.



4. SERVICES

4.6. Hospitality and Logistical Support

WINEMAD provides comprehensive hospitality assistance, including accommodation, transfers, and meals. International buyers will benefit from special rates at partner hotels, coordinated airport transfers, and 24-hour on-site assistance during the fair.

Each hosted buyer will receive a Buyer Kit, including accreditation, the fair map, a list of recommended exhibitors, the activity program, and institutional welcome gifts.

4.7. Post-Fair Follow-up

After the fair, hosted buyers will receive a personalized report summarizing the meetings held, contact details of visited wineries, and a satisfaction survey.

The WINEMAD team will maintain ongoing contact throughout the year, inviting buyers to join the **WINEMAD International Club**, a digital networking space that connects wineries and professionals for future business opportunities.

5.

RELATIONS AND DYNAMICS

Exhibitor Relations and On-Site Dynamics

The WINEMAD Hosted Buyers Program is conceived as a two-way system, where the preparation and attention devoted to buyers are just as important as the training and guidance offered to exhibitors. Only a well-planned, fluid, and well-documented interaction between both sides can deliver real business results and make the fair a collective success.

Experience at other international fairs shows that meetings are often initiated mainly by exhibitors, while buyers tend to respond passively. At WINEMAD, our goal is to encourage active participation from buyers, fostering a more balanced and productive exchange for everyone involved.

5.1. Pre-Fair Coordination Between Exhibitors and Buyers

From the moment registration opens, exhibitors will have access to the same digital platform used by hosted buyers.

Through it, they can:

- Review the verified professional profiles and commercial interests of participating buyers.
- Send meeting requests based on product affinity, market potential, or volume.
- Accept or decline invitations and manage their own appointment calendar.
- Access market insights and demand statistics generated by the program's data analysis.

This advance coordination allows each exhibitor to prepare their participation strategically, identifying high-potential buyers and establishing initial contact before the fair begins. By doing so, on-site meetings become more targeted, efficient, and results-oriented, leading directly to business agreements.



5.

RELATIONS AND DYNAMICS

5.2. Real-Time Agenda Synchronization and Support

During the fair, exhibitors and buyers will manage synchronized agendas via the WINEMAD official app. Every confirmation or modification will instantly appear in both profiles, with real-time notifications ensuring perfect coordination.

The system allows for advance scheduling and acceptance of meetings, with a limit of up to 15 active requests per buyer, ensuring balance and efficiency. Each meeting will last approximately 30 minutes, maintaining a dynamic yet productive business rhythm.

To confirm attendance and ensure accurate reporting, buyers will scan the exhibitor's QR code at the start of each meeting. This enables WINEMAD's coordination team to verify completed appointments and optimize the experience for all participants.

In the event of cancellations or delays, the On-Site Coordination Team, located in the International Business Zone, will provide immediate assistance to reschedule meetings or suggest alternative contacts. A dedicated Business Center staffed by multilingual professionals will also be available for exhibitors and buyers, offering document support, printing services, and reliable connectivity.

5.3. Digital Information Exchange

To promote sustainability and streamline communication, all business information will be shared digitally using personalized QR codes.

Each exhibitor will have a digital profile featuring their winery description, technical product sheets, images, and contact details. Hosted buyers can simply scan the code at each stand to instantly add that information, along with their own meeting notes, to their personal space within the app.

By the end of the fair, each buyer will have a complete, organized digital dossier of all wineries visited, facilitating efficient follow-up and real commercial continuity.



5.

RELATIONS AND DYNAMICS

5.4. Professional Meeting Spaces

Buyer–exhibitor interactions will take place in several carefully designed areas to promote conversation, confidentiality, and comfort. All spaces are managed by the WINEMAD Coordination Team, which ensures punctuality, service quality, and a smooth balance between scheduled and spontaneous meetings.

Key meeting areas include:

- *Stand Meetings.*

The classic setting for product presentations, where buyers can explore full winery portfolios, taste wines on site, and receive digital product information.

- *Professional Networking Zone.*

A neutral, relaxed area inspired by the atmosphere of a contemporary wine tavern, perfect for quick meetings, informal talks, or “speed meetings” scheduled via the app.

- *Varietal Gallery.*

A technical tasting zone for quiet, comparative sessions organized by grape variety, region, or winery. This helps buyers make an initial selection before meeting producers directly.



5.

RELATIONS AND DYNAMICS

• *The Wine Library.*

WINEMAD's most distinctive professional meeting space. Conceived as an elegant wine lounge within the fair, it hosts private presentations, guided tastings, and bilateral meetings organized by the Technical Secretariat. Its semi-private atmosphere ensures the discretion and calm required for meaningful business discussions.

The Wine Library offers professional sommelier service, protocol assistance, translation support, and advance table reservations via the app. It also serves as the central coordination hub of the Hosted Buyers Program, the main reference point for last-minute appointments, personalized support, and exclusive attention.

• *Buyer Lounge.*

A private rest and work area equipped with Wi-Fi, coffee service, charging stations, and continuous support from the organizational team. It serves as both a preparation space for meetings and a relaxed meeting point before or after appointments in the Wine Library.

5.5. Continuous Communication and Follow-Up

Throughout the fair, WINEMAD maintains direct and fluid communication with exhibitors and buyers via in-app messages, daily briefings, and on-site assistance.

After the event, each exhibitor receives a personalized report including buyer contacts, meeting outcomes, and follow-up insights.

This post-fair system ensures continuity of relationships and transforms each meeting into a lasting business connection, reinforcing WINEMAD's role as an international platform for ongoing collaboration and commercial growth.

6.

ACTIVITIES PROGRAM

Hosted Buyers Activities Program

The WINEMAD Hosted Buyers Program goes far beyond formal business meetings. Its true value lies in offering distributors, importers, and professional buyers a complete, exclusive agenda of activities that expands their business opportunities, deepens their knowledge of the wine industry, and fosters lasting professional relationships.

Designed with a 360° vision, business, knowledge, culture, and experience, the program ensures that every hosted buyer enjoys three days of dynamic, high-value interaction, learning, and immersion in Madrid's vibrant wine culture.

6.1. Business Sessions and Private Presentations

Throughout the three days of the fair, WINEMAD will host thematic sessions dedicated to presenting projects, DPOs, and export-oriented wineries.

These sessions are organized in small, focused formats, allowing a limited number of buyers to attend each presentation for a more direct, productive exchange.

Hosted buyers may attend by prior appointment or by direct invitation from the organization.

In addition, Sectorial Business Meetings will be scheduled: intimate, topic-specific encounters where wineries looking to expand their international distribution can meet buyers specializing in certain regions or channels (such as retail, hospitality, or boutique importers).



6.

ACTIVITIES PROGRAM

6.2. Technical Tastings and Sensory Experiences

Accredited buyers will have exclusive access to the Varietal Gallery, a professional tasting space showcasing selected wines organized by grape variety and origin.

In this neutral, quiet setting, buyers can taste and evaluate wines independently, without the presence of producers, allowing for an objective and professional first selection.

Afterward, they can reach out to the wineries that most interest them to arrange a meeting at their stands.

Additionally, special pairing sessions led by renowned sommeliers will feature wines from Spain and other key wine regions worldwide. These tastings will be part of the Madrid Wine Summit program and select TASTE MADRID urban experiences, blending wine, gastronomy, and culture in some of the city's most emblematic venues.

6.3. Madrid Wine Summit

Hosted buyers are also invited to participate in the Madrid Wine Summit, WINEMAD's ongoing international forum that brings together experts, producers, distributors, and institutions to analyze the latest trends, challenges, and opportunities in the global wine market.

The sessions provide strategic insight into areas such as sustainability, digital transformation, emerging markets, consumer behavior, and new distribution technologies.

Participation not only enhances professional knowledge but also offers valuable networking opportunities with industry leaders and global associations.



6.

ACTIVITIES PROGRAM

6.4. Institutional Networking and Social Events

Throughout the fair, WINEMAD will organize a series of networking encounters and social events designed to strengthen personal connections and foster trust among professionals in the sector:

- **Welcome Cocktail:** an opening reception where hosted buyers can meet key exhibitors and institutional representatives.
- **Gala Dinner:** a closing celebration that doubles as an informal setting for consolidating relationships and celebrating new business partnerships.
- **After-Wine Sessions:** relaxed evening gatherings in the Lounge Zone featuring music, tastings, and guided wine experiences.

Each of these events is crafted to create a warm, inspiring, and professional atmosphere that encourages meaningful dialogue and collaboration.

6.5. Urban and Cultural Program: TASTE MADRID

As a complement to the professional agenda, hosted buyers can also take part in TASTE MADRID, the fair's urban program that opens the city to visiting professionals.

The initiative includes gastronomic routes, tastings in heritage spaces, culinary pairings with Madrid-based chefs, and cultural experiences linked to wine.

Through TASTE MADRID, buyers will discover how wine is integrated into the city's lifestyle and identity, creating memorable experiences that reinforce WINEMAD's spirit as a living, open, and experiential international fair.

6.6. Optional Activities and Technical Visits

International buyers will have the opportunity to join technical visits to wineries and production centers near Madrid.

These field trips offer a first-hand look at winemaking processes, sustainable practices, and the regional identity of each territory.

WINEMAD will provide transportation, protocol assistance, multilingual guides, and informational materials, ensuring a smooth and enriching experience that connects professional knowledge with authentic discovery.

7.

HOSPITALITY

Hospitality and Personalized Attention

The experience of hosted buyers at WINEMAD is designed as a comprehensive journey that begins well before their arrival in Madrid and continues beyond the end of the fair. The hospitality program ensures maximum comfort, efficiency, and personalized care, making every guest's stay not only productive but also memorable. From the moment of arrival, buyers will be welcomed with personalized reception services and direct transfers to their assigned hotels.

A dedicated Hospitality Team, easily identifiable with the WINEMAD image, will be present at all arrival points to assist guests, provide information, and deliver a Welcome Pack containing their priority accreditation, the general fair map, a digital meeting agenda, the professional and social activity program, information about Madrid and the TASTE MADRID experiences, and a special courtesy gift from the organization. At each partner hotel, a WINEMAD Information Desk will be available, staffed by multilingual personnel throughout the fair days to assist with logistics, schedules, and general inquiries.

7.1. Accommodation

Hosted buyers will stay in selected four- and five-star hotels chosen for their proximity to IFEMA Madrid and their high quality of service. All participating hotels will offer preferential booking conditions, fast-track check-in, and daily complimentary transfers to the fairgrounds, ensuring maximum comfort and time efficiency. Each property will feature a WINEMAD information point, where buyers can review their agendas, request logistical support, or make last-minute schedule changes.

Hotels are located primarily in the Campo de las Naciones area and nearby districts, with breakfast included and facilities adapted to international business guests, including high-speed Wi-Fi, meeting lounges, continuous shuttle service, and 24-hour assistance.



7. HOSPITALITY

7.2. Transport and Transfers

The organization will provide a coordinated transport service covering all main routes: airport–hotel–IFEMA, transfers to TASTE MADRID activities, and travel to special events, gala dinners, and technical visits. Hosted buyers will have a dedicated contact number to manage any incident or schedule modification, ensuring flexibility and peace of mind.

Transportation will be operational from the day before the fair's opening until the day after its closing.

7.3. On-Site Assistance

Throughout the event, hosted buyers will enjoy continuous support from the Buyer Relations Team, operating from the Wine Library (Vinoteca del Encuentro) and the Buyer Lounge. Each participant will be assigned a personal hospitality contact, who will assist with agenda management, meeting updates, translation requests, exhibitor information, and spontaneous meeting coordination. All staff members are trained in protocol, languages, and international event management, guaranteeing professional, discreet, and efficient service at all times. The WINEMAD App's instant messaging system also enables direct communication with the Technical Secretariat and logistical support teams, ensuring quick responses to any need during the fair.

7.4. Catering and Exclusive Areas

Hosted buyers will have unlimited access to the Buyer Lounge and Wine Library, both offering continuous service of coffee, refreshments, and a curated selection of wines. During the fair, they will also enjoy pre-arranged business lunches on-site and invitations to the official Welcome and Gala Dinners, conceived as opportunities for networking and deal closing in a relaxed, elegant setting.

7.5. Post-Fair Follow-Up

After the fair, WINEMAD's International Office will continue to provide support to hosted buyers, helping them follow up on contacts, access additional materials, and schedule future virtual meetings with wineries. Buyers will also be invited to join the WINEMAD International Club, a professional community that offers access to new winery catalogs, market trend reports, and preferential invitations to the next edition. Through this extended support, WINEMAD ensures that the hosted buyer experience doesn't end with the fair, but evolves into a lasting, value-driven relationship between professionals, producers, and the event itself.

8.

COMMIT- MENT

Post-Fair Commitment and Results Evaluation

At WINEMAD, the Hosted Buyers Program doesn't end when the fair closes. The post-fair phase is a vital part of the project, designed to consolidate commercial relationships, evaluate outcomes, and identify new business opportunities.

This follow-up process ensures that the connection between buyers, exhibitors, and the organizing institution continues to grow, reinforcing the fair's long-term international impact.

8.1. Personalized Reports

After the event, each hosted buyer will receive a personalized post-fair report summarizing all meetings held, including contact details for the wineries they met and an overall evaluation of their participation. This report is generated from data collected through the official WINEMAD App, which accurately tracks the number of scheduled meetings, attendance rates, and the quality of each commercial match.

Exhibitors will receive a similar report detailing their meetings, contacts made, and potential collaboration opportunities initiated during the fair.

8.2. Performance Indicators

The organization has established a set of key performance indicators (KPIs) to objectively measure the program's effectiveness.

These include:

- The total number of validated international buyers.
- The volume of meetings scheduled and completed.
- The attendance rate for confirmed appointments.
- Average satisfaction scores for buyers and exhibitors.
- The number of ongoing commercial agreements generated.
- The diversity and international reach of the markets represented.

This data, compiled and analyzed by the Technical Secretariat, will form part of a comprehensive final report that serves as the basis for planning future editions.



8. COMMIT- MENT

8.3. Continuous Engagement

Beyond the evaluation process, WINEMAD maintains ongoing communication with hosted buyers throughout the year via the International Office and the WINEMAD International Club. These platforms facilitate new virtual meetings, regular updates, newsletters, and information about future events.

This continuous relationship helps strengthen trust, expand networks, and ensure that the opportunities generated during the fair evolve into real, sustainable business growth over time.

8.4. A Long-Term Commitment

The WINEMAD post-fair commitment transforms the Hosted Buyers Program into a permanent business development tool. Each edition builds on the previous one, consolidating Madrid's position as a leading international hub for the wine industry.

In this way, WINEMAD becomes more than a fair: it is a long-term platform for connection, growth, and collaboration, where each relationship nurtured contributes to the global advancement of the wine sector.

9. CONCLU- SION

CONCLUSION

The WINEMAD Hosted Buyers Program stands as one of the fair's strategic pillars and one of its most effective tools for generating real business connections across the global wine industry. Conceived as a direct, professional, and measurable relationship system, it is designed to bring together wineries, distributors, importers, and decision-makers from around the world in a structured environment built on efficiency, trust, and opportunity.

This program is not just a logistical service or a promotional tool. It represents a long-term commitment to professionalism and internationalization within the wine sector. By combining the quality of participant profiles, personalized meeting agendas, tailored assistance, and measurable results, WINEMAD delivers a complete experience that unites business, knowledge, and culture.

The balance between technical spaces, such as the Varietal Gallery and Wine Library, and more social settings, like the Buyer Lounge and TASTE MADRID experiences, creates the ideal framework for professional exchange and the development of lasting relationships. The fair thus becomes a true meeting point between production and distribution, territory and market, tradition and innovation.

Through this program, WINEMAD reaffirms its mission to place Madrid at the center of the international wine map, offering a solid, innovative, and sustainable platform where valuable commercial relationships can flourish. Every meeting, every tasting, and every conversation contributes to a collective process that extends well beyond the three days of the fair, strengthening the global wine network and contributing to the sector's economic, cultural, and human growth.

THANK YOU FOR BEING PART OF WINEMAD 2026

We hope you enjoy every moment of
this unique edition.

Whether you are a professional, a wine lover or
simply curious, this Fair is designed to make you
feel part of a shared, vibrant experience full of
flavour.

Madrid welcomes you; wine brings you together.

See you at WINEMAD.

winemad.es

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