

Passer de la défense des intérêts d'une filière,

FEBRUARY 13, 14 & 15 2024

# PRESENTATION FILE



MONDIAL  
du  
RHUM 2024

Palais Brongniart - Paris

[www.therumsummit.com](http://www.therumsummit.com)

ORGANISÉ PAR

IMEG

à la défense de l'intérêt général







# LE MONDIAL DU RHUM 2024

## A clear ambition :

The Mondial du Rhum 2024's stated ambition is to present itself as the meeting place for highlighting, developing and blowing a wind of innovation through the Rhum ecosystem.

It is destined to become the key meeting place and facilitator of economic, industrial, social and political opportunities for the international rum ecosystem.

## The 4 dimensions of the MONDIAL

1. Public Dimension piloted by Coriolink :  
Public affairs, press relations, public opinion
2. Business Dimension managed by Business France :  
Economic players, exports, international visibility
3. Education Dimension piloted by CIDS (Centre International Des Spiritueux) :  
Highlighting national and international training and career paths.
4. Innovation Dimension led by le CREDIT AGRICOLE :  
Start Up, Open Innovation, Opportunities.

Transversally, Pôle Emploi for the world of employment and the job exchange





> 3 DAYS  
| + 25 Countries  
| + 35 Prestigious Speakers  
| + 1000 participants

# 1ST WORLDWILDE EVENT



## The big meeting of the Rum ecosystem

- Three days of debates, conferences, keynotes and networking, forming a coherent, high value-added program.
- Innovation temple
- 3 days / + 25 countries / + 35 prestigious speakers + over 1000 participants
- International Institutions and Politics
- Economic players in the rum ecosystem
- International buyers and influencers
- International press
- Decision-maker audiences
- Exhibitor village / Country pavilions

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## A HISTORY, A CULTURE, AN INFLUENCE



The entire history of rum, its considerable influence across eras and cultures...

Le Mondial du rhum is to grasp the essence and scope of this spirit....

**More than a drink, a global identity.**



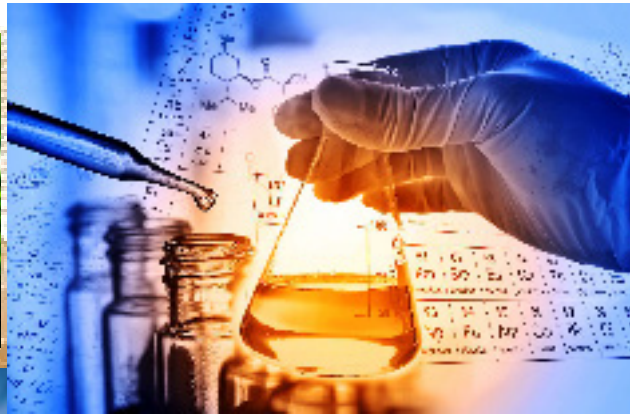


## A WORLD IN THE AIR

The Mondial du Rhum is an event that tackles key issues at the heart of current affairs and global considerations.

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- Artificial intelligence,
- Ecology,
- Chemistry,
- Health, etc.







## PARTICIPANTS



An enlightened audience of public and private decision-makers to share skills, ambitions and know-how.



- Manufacturers
- Service providers
- International buyers & merchants
- Wine merchants
- CHR
- Amateur clubs & bartending associations
- Historians, writers, sociologists & philosopher...

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# PARTICIPANTS

An enlightened audience of public and private decision-makers to share skills, ambitions and know-how.



- Education world
- Academic world
- Employment world
- Training world
- Consulting world
- Culture world
- Media world



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**MONDIAL  
du  
RHUM 2024**

## RUM & GEOPOLITICS



**Geopolitics at the heart of the Rum ecosystem, with global institutional players.**

- Ambassadors,
- Communities,
- International organizations,
- Associations,







## ECONOMIC PLAYERS IN THE RUM SYSTEM



The presence of international ecosystem players for business objectives in a context of innovation.



- Producers and distributors
- Manufacturers and suppliers
- certifiers and laboratories
- Main buyers from different countries
- Financial organizations
- Importers & exporters in consumer markets
- Development banks
- Supply chain managers



# MEDIA PLAN AND PRESS COVERAGE

March 2022	MAY 2022	SEPTEMBER 2022	NOVEMBER 2022	JANUARY 2023
Announcement Vin Expo NYC	Ad local in Guadeloupe	Social networking campaign	Advertising Campaign on line	Official announcement Ministry Campaign Campaign affichage Pub France Antilles journaux World
✔	✔	✔	○	○







## ALREADY PARTNERS



+10





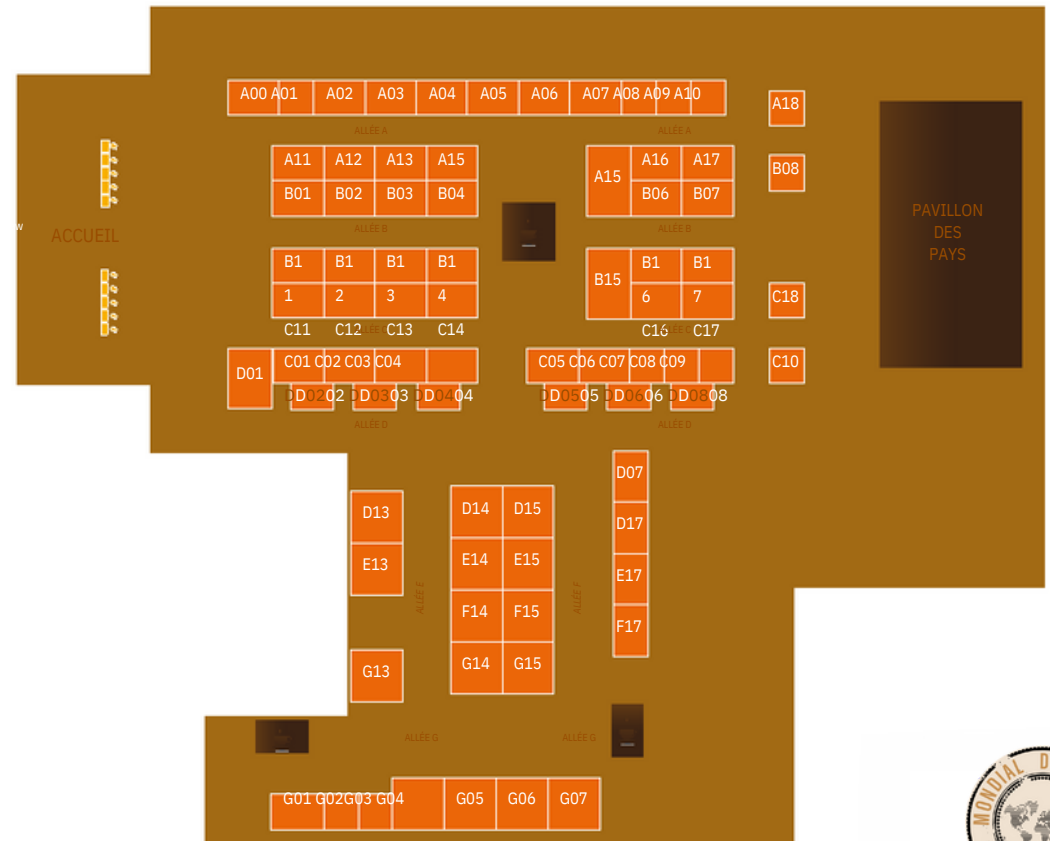
# LE PALAIS BRONGNIART

# EXHIBITION PLAN

[www.palaisbrongniart.com](http://www.palaisbrongniart.com)



ENTRÉE  
E  
SORTIE







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## CONTACTS

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