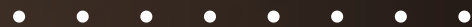


# MONDIAL du RHUM 2024

## PRESS KIT

FEBRUARY 13,14 & 15 2024





# SUMMARY

*Recent years have shown that the rum industry's insolent growth has benefited the economy far beyond the beverage itself.*

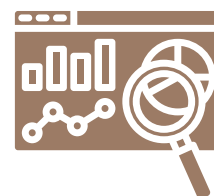
*In fact, this boom is also having a strong impact on the other industries gravitating around this rich ecosystem.*

*Barrel makers, still, yeast and packaging manufacturers, designers, glassmakers, chemists, cellarmen...*

*All have seen their business take off considerably. Proof, if proof were needed, of the sprawling strength of the Rum ecosystem and its promise for the future.*



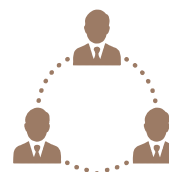
• Le Mondial: an economic, social and cultural summit



• The global rum market in figures



• An ecosystem mobilized to meet 4 fundamental challenges



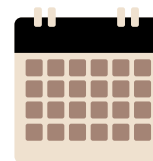
• These players are breathing new life into the market



• An industry that creates jobs for the younger generations in the French overseas territories

**OPEN  
CULTURE**

• Bridges between rum and cultures



• The event program



• Practical info



# ≡ Rhum Ecosystem

The Rum ecosystem refers to the network of people, companies and organizations involved in the production, distribution and consumption of rum.



It is influenced by a number of factors, including :

- Environmental sustainability,
- Social responsibility
- Consumer demand,
- Cultural relevance and regulatory frameworks.

# Mondial du Rhum ≡

This event is not about tasting the spirit, but about promoting the entire Rum ecosystem, its economic potential, its employment opportunities for young people, and its cultural influence.

The MONDIAL DU RHUM holds its first edition:



13, 14 & 15 FEBRUARY



Palais Brongniart



# Le MONDIAL DU RHUM en Chiffres

3  
DAYS



MEETINGS,  
DEBATES,  
CONFERENCES,  
SALON

+25  
COUNTRIES



2.000  
PARTICIPANTS

+35

INTERNATIONAL  
BUYERS

+35

PRESTIGIOUS  
CONFERENCIERS

+14

INTERNATIONAL  
INFLUENCERS

+20

INTERNATIONAL  
REPORTERS

## Objectifs du MONDIAL DU RHUM

1

Present public policies  
to support the Rum  
Ecosystem

2

Developing  
international  
cooperation between  
producers/distributors/  
buyers

3

Creating a sustainable, eco-  
responsible industrial  
model

4

Promoting innovations  
and startups in the Rum  
Ecosystem

5

Encourage young people  
to take courses leading to  
qualifications (university,  
Grandes Écoles, training  
institutes, etc.).

6

Identify job  
opportunities



# ≡ Innovation and Training :

The **MONDIAL DU RHUM 2024** will be an opportunity to showcase innovations in production and highlight the players who are moving the lines.



The **MONDIAL DU RHUM 2024** also aims to raise awareness among young people of the career opportunities available in the rum industry, by listing job vacancies and diploma courses.

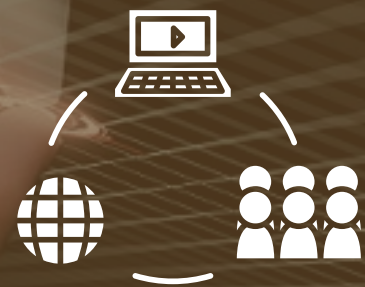


# Mondial objectives ≡



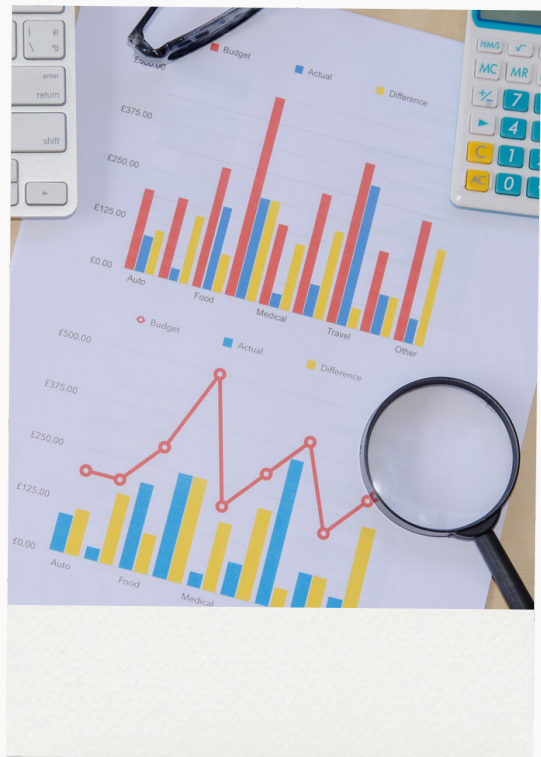
French and international start-ups will be on hand to present their approaches, which are blowing a breath of fresh air into the Rum Ecosystem.

Training and education will be key areas of development to ensure the renewal of the Ecosystem in the years to come.





# ≡ 4 Key issues



## STRUCTURING THE ECOSYSTEM TO ACCELERATE MARKET GROWTH

To increase its influence, it is necessary to bring together all its stakeholders, to define the role of each, and to exchange ideas on the evolution of the rum market and the regulations that govern it.



## EXPLORE BUSINESS OPPORTUNITIES AND TRENDS IN THE ECOSYSTEM, FROM CANE HARVESTING TO MARKETING.

To continue to grow and claim a leading position in the world of spirits, the rum market needs to think about a global response that includes the implementation of production, control and logistics standards adapted to the economic and environmental context.



## ENCOURAGING INNOVATION, A POWERFUL LEVER FOR LONGEVITY AND ADAPTABILITY IN THE RUM MARKET

Innovation and new technologies are powerful levers for modernizing the rum industry and meeting the environmental challenges it faces.



## RAISING AWARENESS AMONG THE YOUNGER GENERATION OF TRAINING AND CAREER OPPORTUNITIES IN THE WORLD OF RUM

The future of the rum industry could be jeopardized by the lack of visibility of the sector's professions and the training courses that lead to them. Yet the sector is brimming with job opportunities for young people affected by unemployment.





# ≡ The players building the future of the Rum Ecosystem :



Founded in 1929 in La Réunion, eRcane is one of the most advanced sugarcane research centers in the world. It develops new, more efficient sugarcane varieties that adapt to different climates and soils to produce more sugar.



LYS PACKAGING manufactures 100% biobased, petroleum-free, biodegradable and industrially compostable bottles, jars, pillboxes, caps, water bottles and cups. Co2 reduction of at least 50% compared with traditional plastic.



A company created by four young engineers, produces an insulating building material from sugarcane bagasse. This innovative solution for recycling agricultural waste will help the industrial and construction sectors to meet their ecological and environmental commitments without sacrificing their development.



BIO WITH YOU is an eco-conscious, eco-responsible Guadeloupe-based company committed to manufacturing 100% plant-based containers made from coconut, clay and sugarcane bagasse.



# An industry that creates jobs for the younger generation :



The booming rum market offers young people solid job prospects, with rewarding professions and exciting careers.

The MONDIAL DU RHUM aims to highlight existing training courses and pave the way for the creation of new diploma courses.

Ultimately, the aim is to provide on-site training for professions such as cellarman, entrepreneurs, sales representatives and even wine tourism managers. For the young people involved, it's a chance to work in a fast-growing sector with many opportunities. For the Ecosystème Rhum, it's a chance to have a pool of young people trained in the specificities of rums, who will then be better able to present and sell them on national and international markets.



# ≡ Rum & Gastronomy

Rum and gastronomy don't just go together at the table.

They are two "neighbouring" industries that feed off each other.

The MONDIAL DU RHUM will be honored to welcome West Indian chef Béatrice Fabignon, an ambassador for overseas gastronomy.

She is the founder of Trophy Art Table, the 1st itinerant competition for excellence in tableware, service and gastronomy in the French overseas territories and the Caribbean.

This initiative is fully in line with the logic of culinary diplomacy.



# ≡ Rum & Cinema

The relationship between rum and cinema is rich and diverse. Rum is often associated with a relaxed, decadent lifestyle, as well as with moments of celebration and conviviality. This association has been reinforced by the films and documentaries that have featured rum, as well as by the film festivals and events that have been organized in rum-producing regions.

The MONDIAL DU RHUM will have the honor of screening the documentary film "Guadeloupe: Terre de rhum et des hommes".

Director Blaise Mendjiwa's film is a breakthrough into the closed world of Guadeloupe rum.





## ☰ **Rum & Jazz: an explosive cocktail**

Jazz was born of the interaction between African musical rhythms and European musical influence in the early 20th century.

At the time, New Orleans was one of the main centers of trade, commerce and music in the United States.

The growing popularity of jazz since the early 20th century has benefited rum production and marketing.

Some companies in the rum industry, for example, began producing rums inspired by the popularity of jazz.



## ☰ **Boutique & Vente aux enchères**

Collectors, connoisseurs and rum enthusiasts are expected at the heart of the MONDIAL DU RHUM, for an auction full of never-before-seen surprises!

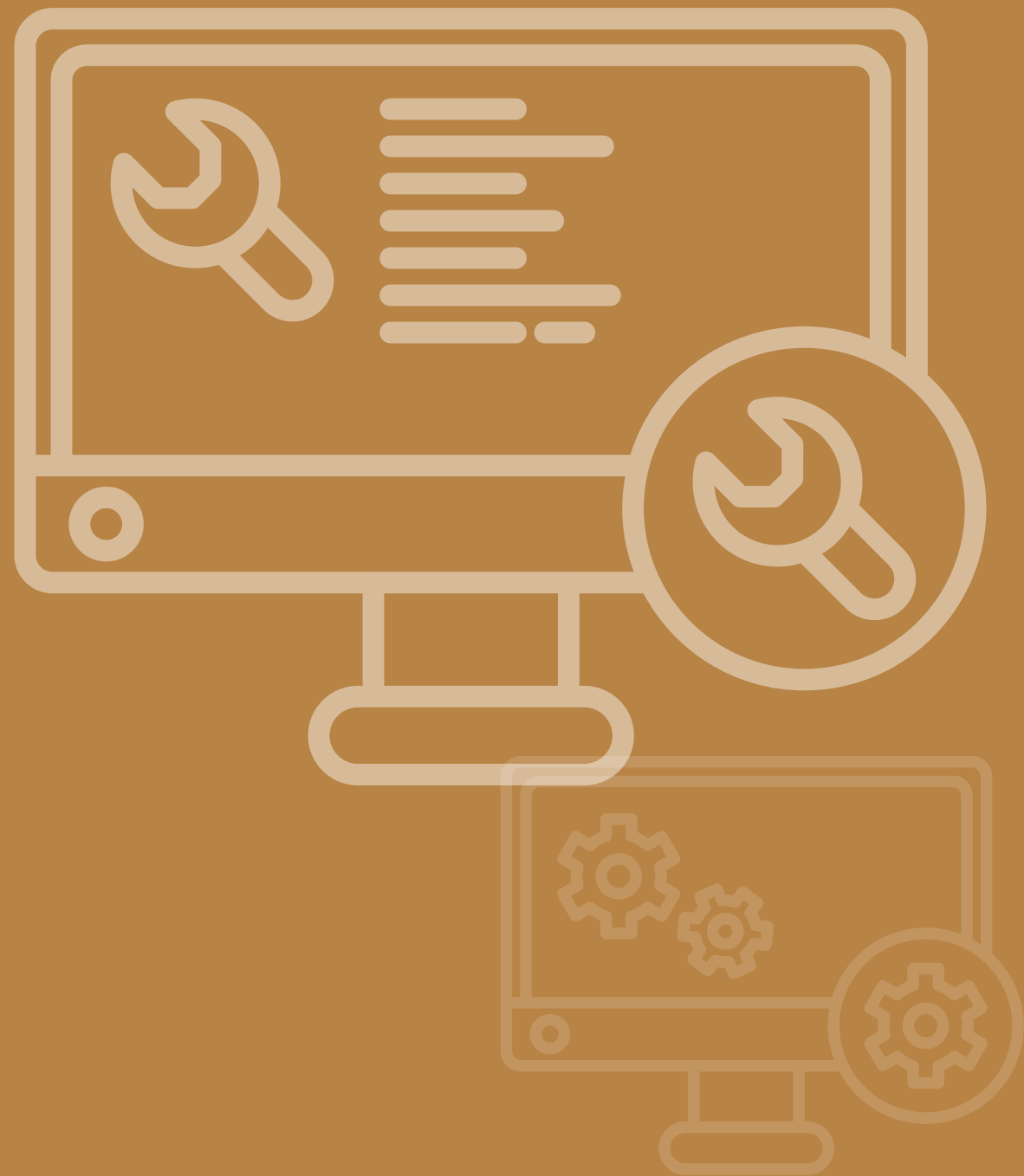
This auction will offer collectors and rum culture enthusiasts the opportunity to discover the world's rare products and acquire exclusive bottles of particular historical or cultural value.





## Day 1 : Institutional Governments Professionals

- Political opening speech
- Ecosystem development plan (5 to 10 years)
- Press conferences
- Institutional, political, professional and economic conferences
- Meetings between public and private decision-makers
- VIP Gala Dinner & Awards ceremony





## Day 2: Professionals and Innovation

- **Meetings with producers, distributors, manufacturers and harvesters**
- **Announcement of national and international agreements**
- **Institutional and professional conferences**
- **Continued exchanges with public institutions**
- **G20 Rum ecosystem**
- **Feedback from Champagne as a premium brand**
- **Feedback from Japan, land of premium whisky**
- **Feedback from Tequila**
- **Closing Plenary Public Affairs**
- **Jazz concert**

## Day 3: Discerning audiences

- Meetings between decision-makers, students and job-seekers
- Institutional and professional conferences
- Continued exchanges with public institutions
- Targeted public access and dedicated events
- Animations / shows / documentary screenings
- Expertise discovery stands
- Mixology stands
- Trendy bars
- Auction sales
- Prestige boutique



# ≡ Advisory Board



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Chairman of Advisory Board



**Michel TRICHET**

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CA Guadeloupe



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Associate, Coriolink



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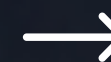
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