

TICKET TO THE WORLD

PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS.



14 -16 Nov 2017
Shanghai, China




18-20 Mar 2018
Düsseldorf, Germany



24 -27 Apr 2018
Singapore

07-10 May 2019
Hong Kong



GLOBAL THINKING, LOCAL SELLING. PROWEIN BRINGS YOU TO THE LEADING MARKETS OF THE WORLD

ProWein is the world's largest trade fair for the professional wine trade. It has steadily grown in importance since it began in 1994. Today, more than 76,000 visitors attend ProWein events in Düsseldorf, Hong Kong, Singapore and Shanghai – and the numbers continue to increase substantially.

Book your “ticket to the world” and turn the leading trade fair for wines and spirits into your successful business platform.



PROWEIN IN DÜSSELDORF – THE ENTIRE WORLD OF WINE AND SPIRITS



18-20 Mar 2018


Düsseldorf, Germany

www.prowein.com

Visitors: 58,500

Exhibitors: 6,615

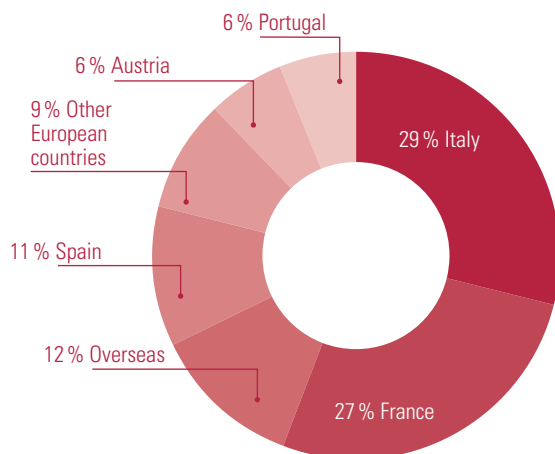
Exhibiting countries: 60

Source:  -Research 3/2017

Düsseldorf is – and remains – the most important trading centre for wine in the world. Not surprising, for Düsseldorf is located at the heart of the world's most important wine market. Europe accounts for 54 % of global wine consumption. Anyone who wants to have access to this and other important markets needs to come to Düsseldorf.

The unique international character of the trade fair annually attracts around 58,500 trade visitors from 130 countries to Düsseldorf. This makes ProWein the most international trade event by far and gives exhibitors access to the world's markets.

A total of 6,615 exhibitors, including
988 from Germany as well as 5,627 from:



Source:  -Research 3/2017



95%

of ProWein 2017 exhibitors
intend to exhibit again.

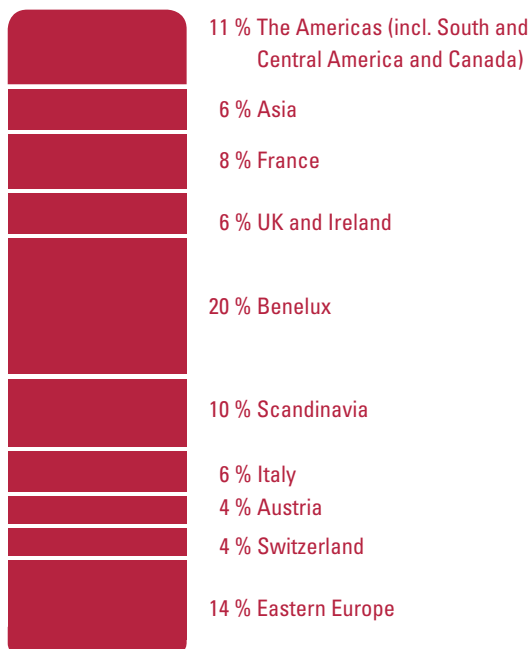
Source:  -Research 3/2017

DÜSSELDORF HOSTS THE WHOLE WORLD OF WINE

ProWein visitors come from these sectors:

- Wine and spirits retail trade
- Catering, hotel industry
- Grocery retail and wholesale trade
- Import, export, mail order trade
- Specialist-related associations and institutions

A total of 58,500 visitors, including 28,548 from Germany as well as 29,952 from:



Source:  -Research 3/2017




96 %

of the trade visitors were satisfied with ProWein 2017.

97 %

of the trade visitors intend to visit ProWein again.

Source:  -Research 3/2017

PROWEIN – THE TRADE FAIR OF THE WINE BUSINESS

The success of ProWein is closely linked to its image as a pure business trade fair. Specialists talk to specialists about buying and selling. And at the highest level: 72 % of the visitors are managers! No wonder that concentrating on essentials regularly results in top marks for exhibitors.

Exhibitor data on satisfaction with ProWein 2017

90% Satisfied with participation in the trade fair.

91% Satisfied with the professional qualification of the visitors.

85% Satisfied with business success.

Source:  -Research 3/2017



90%

of the exhibitors would recommend participating in ProWein to other companies.

Source:  -Research 3/2017

A CLEAR PLAN FOR SUCCESSFUL BUSINESSES

58,500 visitors attended ProWein 2017 in Düsseldorf, and 6,615 exhibitors were present. A clearly structured planning of the layout of the halls ensured that supply and demand could easily find each other. The planning made orientation simple for visitors and as a result created the precondition for a successful trade fair business. This had an impact: 89 % of the exhibitors were satisfied with the hall layouts!



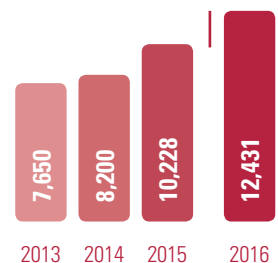
PROWINE CHINA – YOUR ACCESS TO THE MIDDLE KINGDOM



The Chinese wine market has increased more than seven-fold in the last ten years. This means that it has grown to be one of the largest wine markets in the world.

With ProWine China, ProWein gives its customers direct access to this dynamic environment. The proven concept of a pure business trade fair is also the right one for the Far East. Since 2013, the number of visitors as well as exhibitors has shown rapid growth.

Development of the number of visitors



Source: ProWine China 2016



14-16 Nov 2017

Shanghai, China

www.prowinechina.com

Visitors: 12,431

Exhibitors: 650

Exhibiting countries: 37

Source: ProWine China 2016



PROWINE ASIA PAVES THE WAY TO ASIA FOR YOU



24 - 27 Apr 2018

Singapore

07 - 10 May 2019

Hong Kong

www.prowineasia.com

Visitors: 7,339

Exhibitors: 258

Exhibiting countries: 30

Source: ProWine Asia 2016

In addition to China, additional attractive markets for wine and spirits are emerging in Southeast Asia.

With ProWine Asia – which alternates annually between Hong Kong and Singapore – ProWine offers producers from all over the world direct access to these growth markets.





THE WORLD'S NO.1: INTERNATIONAL TRADE FAIR FOR WINES AND SPIRITS

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