

To Another Great Year



THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS
18-20 March 2018

Düsseldorf, Germany
www.prowein.com

For trade
visitors only

GB



Messe
Düsseldorf

THE WHOLE WORLD OF WINE AT ONE TRADE FAIR

No one can match ProWein. Over 6,600 exhibitors will showcase 295 growing regions in 60 countries at the most important wine and spirits trade fair in the world. The exhibitors will bring their latest products with them – from the hip bag-in-box to mature Champagnes. Because the world of wine is much more than just a vintage. Today, exceptional qualities, marketing concepts and an intelligently assembled portfolio decide what is successful. You will find all of these perfectly organised in just one location at ProWein.

6,616

exhibitors from 60 countries



Source: -Research 3/2017

ON THE FASTEST TRACK TO SUCCESS

Special events, seminars and master classes will systematically showcase important new developments, whether you would like to get to know a winemaker from Azerbaijan or a new Zinfandel. Here, you'll learn what trends are becoming vital to the industry. You'll be able to talk about your wishes personally with winemakers and decision-makers. In times of changing consumer habits, tailor-made solutions result from direct contacts. The trade fair site of Düsseldorf provides the ideal environment for these. Welcome to the world's largest trade fair for wine and spirits.

96%

of trade visitors achieved their objectives and were satisfied with the outcome at ProWein 2017.

PROWEIN IN NUMBERS

- 6,616 exhibitors
- 60 exhibiting countries
- 400 spirits specialists
- 58,500 trade visitors
- 130 visitor countries

Source: -Research 3/2017



JUST THE THING FOR YOUR THIRST FOR KNOWLEDGE

A high-calibre supporting programme comprising around 500 trade event is offered in addition to the main business activity. The major special events condense information on individual topics.

- The **ProWein Forum** will convey unique knowledge. Tastings and oenological seminars will deal with trends and research findings (Halls 10, 13).
- 40 establishments will exhibit more than 60 varieties in the **Champagne Lounge**, and another 150 brands will be in the immediate vicinity. This would be rare even in the Champagne region itself (Hall 12).
- **Organic Wines** will present the concentrated expertise of the most important associations together with a brilliant selection of organic wines (Hall 13).
- The **tasting zone** will display a selection of award-winning MUNDUS VINI wines (Hall 17).
- New markets will open up with the prospective topic **Packaging & Design** (Hall 13).

same but
different

HALL 7.0

With the special event **same but different**, ProWein is making available for the first time a separate hall to producers of craft spirits, craft beer and cider. This will provide bartenders, trend restaurateurs and dealers an opportunity to discover ambitious producers and their drinks in a trendy bar ambiance. The **fizz Lounge** will round out the offerings as a place to go for spirits specialists and the latest trends.

PROFESSIONALS AMONG THEMSELVES: B2B ONLY

All major and numerous emerging regions around the world will be exhibiting at ProWein. This will be appreciated by sommeliers as well as specialist retailers who are looking for new wine provenances. Nowhere is networking easier and tighter. No marketplace represents the industry so completely.

ProWein puts into practice a pure B2B concept compared to other trade fairs: admission is limited to a trade audience only. Each contact has a professional character. Traditionally, it's all about business at the order trade fair from the initial conversation to the conclusion of a contract. It's no wonder that exhibitors are enthusiastic about the quality of the trade fair's visitors.

VISITORS COME FROM THESE SECTORS:

- Retail, wholesale and export trade
- Import/Export
- Restaurant
- Hotel industry
- Trade associations

75%

of trade fair participants are part of upper and middle management.

Trade visitors to ProWein 2017 came from Germany as well as from: ● 11% the Americas (including South and Central America and Canada) ● 6% Asia ● 20% Benelux ● 8% France ● 6% Italy ● 14% Eastern Europe ● 4% Austria ● 4% Switzerland ● 10% Scandinavia ● 6% UK and Ireland

Source: -Research 3/2017



GOOD PLANNING IS THE BEST PATH TO SUCCESS

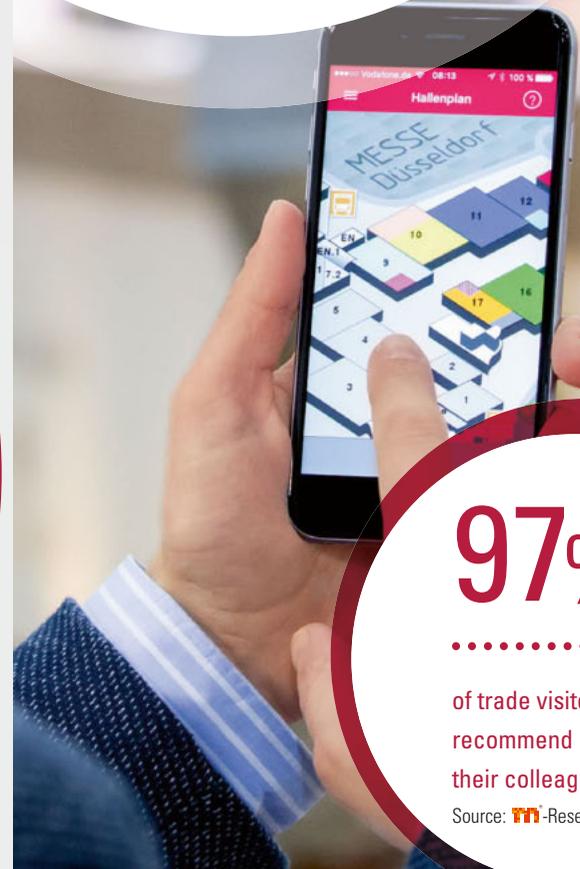
Given the trade fair's diverse range of offerings, good organisation is the best path to success. You will fill hard working helpers for individual trade fair planning at www.prowein.com – so that your trade fair visit will go perfectly smoothly:

- ProWein at a glance
- Exhibitor and product search
- News
- MyOrganizer
- ProWein app
- ExportGuide
- Event programme

THE PERFECT PLAN

Nine halls are clearly arranged according to growing countries. It will be easy to find your way around among the enormous range of exhibitors. You will quickly find what you are looking for without having to walk far to your destination.

9 Overseas	7.0 same but different
10 Spain	12 Spirits
10 Portugal	10 ProWein Forum I
11, 12 France	13 ProWein Forum II
13, 14 Germany	17 Tasting zone by MUNDUS VINI
15, 16 Italy	13 Organic Wines
15 Europe	12 Champagne Lounge
17 Austria	13 Packaging & Design
17 Greece	7.0 fizz Lounge



97%

of trade visitors would recommend ProWein to their colleagues.

Source: -Research 3/2017

JUST A FEW CLICKS TO A TICKET

An eTicket is booked quickly and offers a number of benefits:

- Advance booking is less expensive.
- Visitors travel free of charge beginning on the first day using public transportation (VRR in price level D, Region South; German Railways in 2nd class trains without a surcharge).
- Start your day at the trade fair without waiting at the ticket counter.

After the initial registration, **visitors in the subsequent years** will automatically receive their personal login data for purchasing an eTicket directly.

Not yet registered trade visitors will first be authorised at www.prowein.com/ticket2. They will then receive their personal login data for the eTicket in the online shop.

Welcome
18-20 Mar 2018



Food Park
Hall 18



ProWein YouTube



ProWein



ProWein App



Hall 18
Booth C09



Order your eTicket at
www.prowein.com/ticket2
Our online shop opens
in November 2017.

DÜSSELDORF – THE GATEWAY TO THE WORLD OF WINE

With 1.6 million trade fair visitors per year, the Messe Düsseldorf ranks among the ten largest trade fair organisers worldwide. The **airport, train station, trade fair** and city centre hotels can be reached by the tightly scheduled public transportation network within 15 minutes – which is exceptional. The **unique gastro scene** comprising outstanding restaurants and wine bars is just as accessible. Round out a long trade fair day perfectly in a starred restaurant or a brewery, with Japanese cuisine or a visit to the historic old town.

Hotel- and travel arrangements:
Düsseldorf Tourismus GmbH
Tel.: +49 (0)211/17202-839
[business.duesseldorf-tourismus.de/
prowein](http://business.duesseldorf-tourismus.de/prowein)
messe@duesseldorf-tourismus.de

PROWEIN GOES CITY

Success at the trade fair doesn't end at 6 p.m. Under the motto "**ProWein goes City**", the trade fair has shifted its sphere of activities to roughly 50 locations in the city. Here and at **numerous evening events**, you can choose between tastings, high quality set tasting meals and bottle parties in a relaxed atmosphere. The events provide the right setting for informal exchanges and new discoveries.

**ProWein
goes city.**

Details at
www.prowein-goes-city.de

FACTS & FIGURES

Time and place

Date: 18–20 March 2018

Opening times: daily from 9 a.m. to 6 p.m.

Halls: 7.0, 9–17

Düsseldorf trade fair grounds

Entrances: North, Hall 17 and East

Tickets and Catalogue

Day ticket: €50.00

Day ticket in online advance booking: €35.00

Day ticket and catalogue in online advance booking: €53.00

Unlimited pass: €75.00

Unlimited pass in online advance booking: €60.00

Unlimited pass and catalogue in online advance booking: €78.00

Catalogue: €25.00

Online advance booking:

www.prowein.com/ticket2

Catalogue:

You can obtain the catalogue plus shipping charge through:

A. Sutter Fair Business GmbH

Tel.: +49 (0)201/8316-228

E-mail: katalogorder@sutter.de

TICKET TO THE WORLD

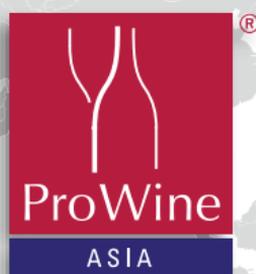
PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS.



13–15 Nov 2018
Shanghai, China



18–20 Mar 2018
Düsseldorf, Germany



24–27 Apr 2018
Singapore

07–10 May 2019
Hong Kong