

TICKET TO THE WORLD



13-15 Nov 2018
Shanghai, China



17-19 Mar 2019
Düsseldorf, Germany



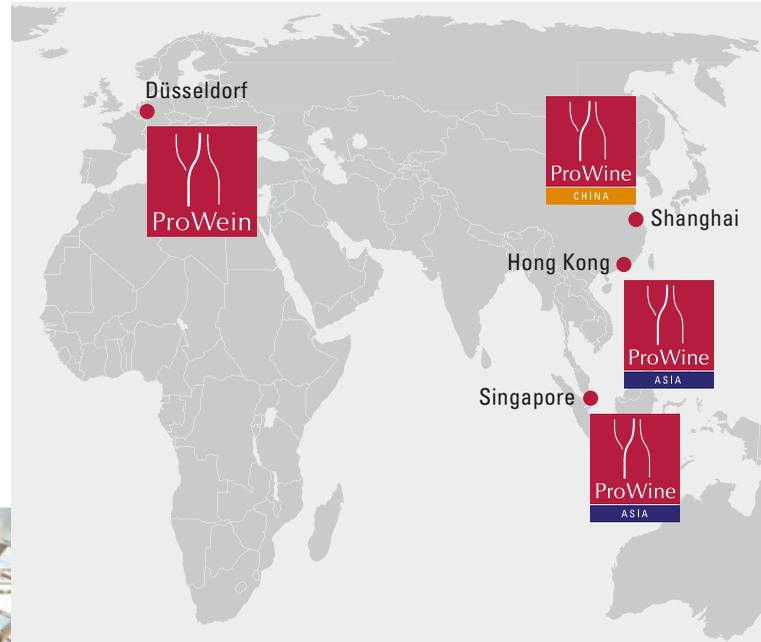
07-10 May 2019
Hong Kong
31 Mar-03 Apr 2020
Singapore



Messe
Düsseldorf

PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS

From its ambitious beginnings in 1994, the ProWein World has long developed into the most important market place for the wines and spirits retail trade. Book your "Ticket to the World" for your company's success at several destinations: in Düsseldorf, Shanghai, Singapore and Hong Kong.



The whole world of wine under one roof

Düsseldorf lies in the heart of Europe, where more than half of the world's wine is consumed. The city becomes the epicentre of the entire industry every year in March.

Despite its enormous growth over the past ten years, the Chinese wine market is still only at the start of a big development with the ProWine China in Shanghai. The ProWine Asia also presents itself at South-East Asia's most prestigious trading centres in Hong Kong and Singapore.

25
YEARS



17-19 Mar 2019

Düsseldorf, Germany

www.prowein.com

Visitors: 60,560

Exhibitors: 6,871

Exhibiting countries: 64

Source: ProWein 2018



YOUR APPEARANCE AT THE WORLD'S MOST IMPORTANT WINE TRADE FAIR

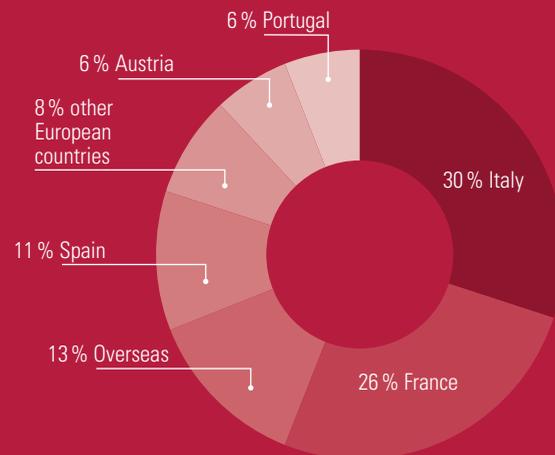
Business to business: a convincing concept

The first ProWein was held 25 years ago, and its continued success is still based on the same, simple concept. It offers a platform where specialists can talk to specialists, above all managers. This inspiring atmosphere creates the perfect environment for successful negotiations. More than 90% of participants were satisfied with the way the trade fair went.

The major importing countries take the lead

Important importing nations such as the USA, Great Britain, Scandinavia and the Benelux countries top the visitors' list. But the trade fair's appeal is just as significant on global growth markets with trade visitors from Eastern Europe or Asia.

A TOTAL OF 6,871 EXHIBITORS, 986 OF THEM
FROM GERMANY AND 5,887 FROM:



95% of the exhibitors at ProWein 2018 intend to exhibit again.

60,560 VISITORS, 28,100 OF THEM FROM GERMANY
AND 32,460 FROM:



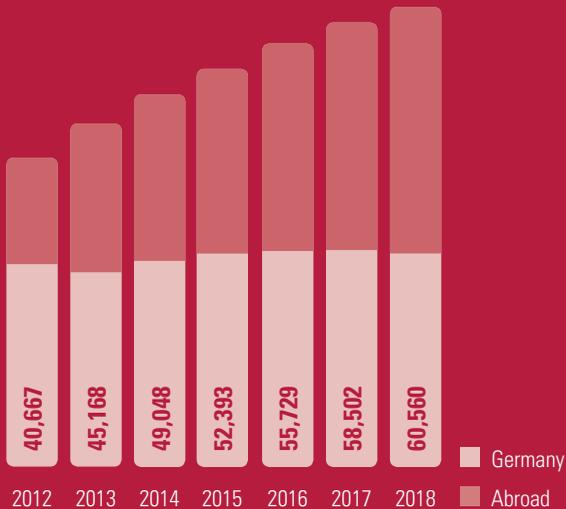
Source: -Research 3/2018

PROWEIN

PROWEIN VISITORS COME FROM THESE SECTORS:

- Wine and spirits retail trade
- Catering, hotel industry
- Grocery wholesale and retail trade
- Importers and exporters
- Mail order trade
- Specialist associations/institutions

OVERALL DEVELOPMENT OF VISITORS' FIGURES



2018 saw 60,560 trade visitors from 133 countries at the ProWein.

99% of the visitors are happy or very happy

98% of the visitors would recommend ProWein

53% of visitors have found new suppliers

Source: -Research 3/2018

Who's who in Düsseldorf

ProWein visitors come from all important sectors, from caterers to importers. This makes it the ideal opportunity for exhibitors to find the right customers for their own portfolio. Which is also why they award it top marks: 86% of exhibitors are satisfied with their business success. 91% recommend the ProWein to their colleagues.



Everything in view at the world's most important trade fair for wines and spirits

Over 60,000 visitors in search of 6,870 exhibitors: this calls for a well thought-out system. ProWein makes it easy for visitors thanks to the perfectly organised layout of the halls. The circular arrangement guarantees short distances and means that exhibitors can welcome relaxed customers. 93% of them were satisfied with the hall constellation.

Download a plan of the halls at
www.prowein.com

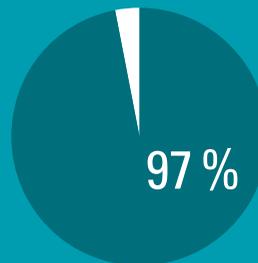




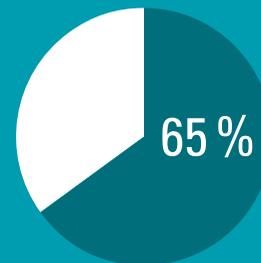
ALWAYS NEW, ALWAYS DIFFERENT

Few sectors are as dynamic as the beverages industry. Barkeepers are discovering not only classic ingredients but an increasing number of more unusual products. Craft spirits, top-quality spirits produced in small batches, are rapidly gaining shares of the market.

In countries such as the USA and Great Britain, the market share of top-quality craft beers has already reached double figures. Specialist retailers and proprietors of the hottest restaurants looking for the very latest trends will find them in hall 7.0 at the ProWein.



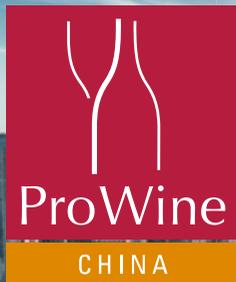
of visitors to the special show are planning to come back again next year



of visitors from trade and hospitality have craft spirits and/or craft beer in their portfolio



97% Satisfaction with offers in the field of craft beer, craft spirits and craft cider



13 - 15 Nov 2018

Shanghai, China

www.prowinechina.com

Visitors: 14,219

Exhibitors: 672

Exhibiting countries: 39

Source: ProWine China 2017



MAKE THE FUTURE'S BIGGEST MARKET YOUR OWN

Your ticket to the Middle Kingdom

China is home to more than one billion potential customers, something that suppliers from around the globe don't want to miss out on. Classic producing countries such as France, Italy and Spain are already reporting big growths. But there is still plenty of room for ambitious exporters on the world's biggest wine market of the future.

A TOTAL OF 672 EXHIBITORS, 151 OF THEM FROM CHINA AND 521 FROM:

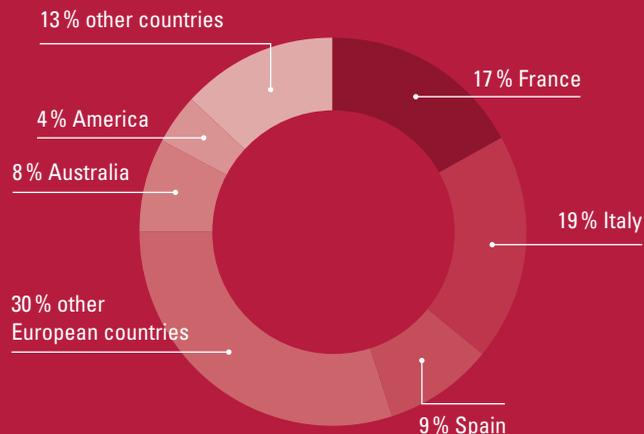


EXHIBIT PROFILE

- Wines (according to cultivable areas)
- Sparkling wines
- Spirits
- Mineral water
- Accessories for marketing in retail shops and gastronomy
- IT for retail and gastronomy
- Trade literature
- Service

Source: ProWine China 2017

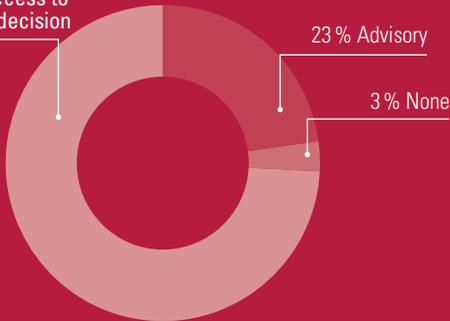


DEVELOPMENT OF VISITORS' FIGURES



DIRECT DECISION-MAKERS IN THE MAJORITY

74% Direct access to the purchase decision



VISITOR BREAKDOWN BY SECTOR

Sector	%
Retail/Supermarket	23.79
Importer/Distributor	27.43
Wholesaler	16.67
Hospitality	11.49
Catering	5.84
Wine manufacturing	6.54
Consultants/Services	8.24
Total	100,00

Source: ProWine China 2017

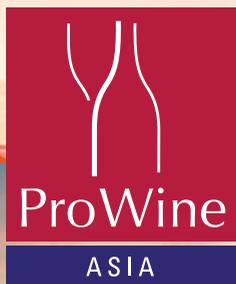
Free choice – for exhibitors

ProWine China plays host to commercial chains, importers and distributors. Even system restaurateurs and caterers, who would normally be classified as wholesale customers, select their wines at the ProWine China. The highly diversified field offers some great opportunities for suppliers of every size.



Personal and professional: perfect for the Chinese market

All of today's ProWein events share the principle of a purely business trade fair and offer a stable economic factor in the complex environment of the Chinese market. At the country's biggest trade fair for wines and spirits, which is held parallel to the FHC FOOD & HOTEL CHINA, 672 suppliers welcome over 14,000 visitors, a favourable ratio for exhibitors.



07 - 10 May 2019

Hong Kong

31 March - 03 April 2020

Singapur

www.prowineasia.com

Visitors: 12,184

Exhibitors: 310

Exhibiting countries: 21

Quelle: ProWine Asia 2017



Main visitor target markets

ProWine Asia Hong Kong:

Southern China, Hong Kong, Macao, Taiwan, Korea and Japan

ProWine Asia Singapore:

Singapore, Malaysia, Indonesia, Thailand, Philippines and India

OCCUPY THE HOT SPOTS IN SOUTHEAST ASIA

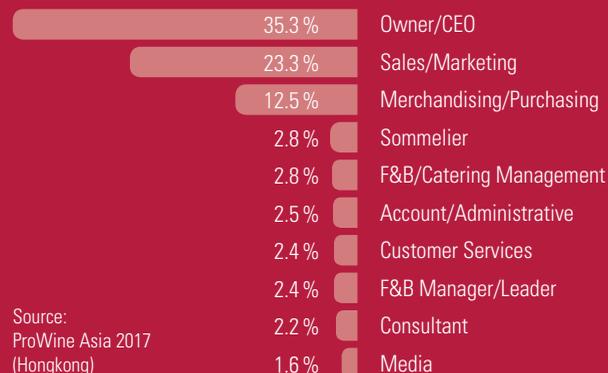
Two trade fairs, numerous markets

The trade fairs in Asia cater for not only geographically different markets. In countries such as Korea and Japan, the ProWine Asia in Hong Kong addresses societies that already have a tradition of consumption. India, Malaysia and the Indonesian region, on the other hand, are the markets of ProWine Asia in Singapore and are only starting to open up for wine. However, a number of these offer a traditional market for spirits.

VISITORS TO PROWINE ASIA COME FROM THESE SECTORS:



TOP 10 TRADE VISITORS BY JOB FUNCTION



Source:
ProWine Asia 2017
(Hongkong)



VISITOR GROUPS

- Wine & Spirits Importers/Distributors/Wholesalers
- Wine & Spirits Retailers
- Wine & Spirits Accessories Importers/Distributors/Wholesalers/Retailers
- Wine Brokers/Investors
- Influencers on Wine & Spirits Purchases: Sommeliers; Bartenders; F&B Managers; Chefs
- Purchasers from: Airlines/Cruise Liners/Rails; Bars/Pubs/Clubs; Duty-free Retailers; Hotels/Resorts; Hypermarkets/Supermarkets/Convenience Stores; Institutional Caterers; Restaurants
- Trade Associations

EXHIBIT PROFILE

Wine
Sparkling Wines
Spirits
Wine Accessories
Trade Literature
Services

STATISTICAL OVERVIEW

YEAR	EXHIBITORS	COUNTRIES	VISITORS
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ProWine Asia 2018 Singapore	270 242 (from abroad)	33	7,218
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ProWine Asia 2017 Hong Kong	310 266 (from abroad)	21	12,184
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Source: ProWine Asia 2017 (Hongkong)

ProWine Asia @HOFEX in Hong Kong A trade fair location with the best contacts

The Special Administrative Region with its booming business and financial sector has developed into a business hub offering fast access to local markets. Hong Kong's business world with its great diversity offers ideal links to the respective source markets. A number of decision-makers for the target markets have their job base here.



Singapore – centre of a prosperous economic region

ProWine Asia in Singapore profits from its location in the centre of a dynamic economic region. The trade fair accompanies access to flourishing markets with bespoke specialist seminars. Food & Hotel Asia, Asia's leading trade fair for food and the restaurant sector, takes place simultaneously and generates some powerful synergy effects.

Düsseldorf, 17-19 March 2019

Düsseldorf-Trade Fair Ground, Germany, Halls 7.0; 9-17



P1



K3



Shell-Stand



P3



X3



Walk-on-Stand

STAND TYPE

€/net/m²

Row stand

190.00

Corner stand

215.00

End of block stand

228.00

Island site

245.00

STAND CONSTRUCTION

€/m²

Standard Stand, Construction P1

110.30

Standard Stand, Construction K3

125.00

Standard Stand, Construction P3

165.90

Standard Stand, Construction X3

172.20

Media fee:

150.00 €

AUMA contribution:

0.60 €/m²

Co-exhibitor fee:

320.00 €

Stand rental: minimum size 6 m²

Shanghai, 13-15 Nov 2018

SNIEC, Shanghai, Hall W4 & W5



Premium Package

STAND TYPE

US\$/m²

Space only

435.00

STAND PACKAGES

(price incl. Stand construction)

Shell-Stand

515.00

Walk-on-Stand

530.00

Premium Package (min. 18 m²)

555.00

Stand rental: minimum size 9 m²

Hong Kong, 07-10 May 2019

Hong Kong Convention & Exhibition Centre, Hall 3F - G

Singapur, 31 March-03 April 2020

Singapore Expo



Walk-on-Stand



Walk-on-Stand



Premium Package



Premium Package

STAND TYPE

US\$/m²

Space only (min 18 m²)

480.00

STAND TYPE

SGD/m²

Space only

650.00

STAND PACKAGES

(price incl. stand construction)

Walk-on-Stand (min 9 m²)

530.00

Premium Package (min 15 m²)

570.00

STAND PACKAGES

(price incl. stand construction)

Walk-on-Stand

750.00

Premium Package

770.00

Stand rental: minimum size 9 m²

Stand rental: minimum size 6 m²

To Another Great Year



25
YEARS

The World's No.1

International Trade Fair
for Wines and Spirits

17-19 March 2019

Düsseldorf, Germany

www.prowein.com

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