



2019 Post Show Report

International Trade Fair
for Wines and Spirits

Hong Kong 07-10 May 2019

Hong Kong Convention and
Exhibition Centre (HKCEC)

www.prowineasia.com/hk

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ProWine Asia 2019 (Hong Kong) enters a dynamic phase of visitor and exhibitor increase



- Reinforce its brand image as a trade-focus event for Asia Pacific region
- A strong participation of national and regional groups and trade associations
- High quality trade visitor participation continues to increase
- High-class on-site events

ProWine Asia - the international trade fair for wines and spirits - returned to Hong Kong on 7 - 10th May 2019 after a greatly successful inaugural debut in 2017 in Hong Kong and another strong edition in 2018 in Singapore. China, including Hong Kong, is the world's 5th largest wine-consuming market, in value and volume. Hong Kong remains an essential hub for the Asia Pacific wines and spirits markets, its buoyant re-export destinations being Mainland China and Northeast Asia.

ProWine Asia 2019 (Hong Kong) offered global producers an international business expansion gateway to Asia. Concurrently, regional importers could source from the latest and best-selling wines, spirits, and solutions for trade professionals from across the globe. This year, the spectrum space increased by 20% compared with the previous edition. More than 340 leading exhibitors, which are from 28 countries and regions, including 13 national pavilions and industry associations, took advantage of ProWine Asia (Hong Kong). Gobierno de la Rioja made its first appearance in ProWine Asia 2019 (Hong Kong), along with PRODECA (Region of Catalonia), which showcased some of the more boutique and premium brands within its portfolio. Other highlighted participants included California Wine Institute, Business France and Wines of Germany (DWI). The exclusive club of Italian fine wines ISWA (Italian Signature Wines Academy) was represented with prestigious Italian wine producers like Allegrini, Fontanafredda and Planeta.



12,716 trade visitors (12,184 in 2017) from 62 countries and regions complimented high-quality international participation. 36% of the total visitors came from outside Hong Kong - predominantly from Southern China, Macau, Taiwan and Korean, which is an 8.4% increase than 2017.

ProWine Asia (Hong Kong) was held as part of HOFEX 2019, Asia's leading food & hospitality trade-show. The exhibition is jointly organized by Messe Düsseldorf China and UBM Asia, organizer of HOFEX.

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As one of the most open and economically vibrant regions, the Guangdong-Hong Kong-Macao Greater Bay Area is definitely the buzzword in 2019. Hong Kong plays an important role in this initiative. Four days of business opportunities and rewarding interactions between producers, importers, distributors, key buyers and industry experts proved again that ProWine Asia 2019 in Hong Kong is well positioned as the strategic gateway to tap into the Asian wine boom.

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Bastian Mingers
Global Head Wine & Spirits and Director of ProWine
Messe Düsseldorf GmbH

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In 2017, ProWine Asia switched to an Annual Cycle alternating between Singapore and Hong Kong. We are glad to see this year's exhibition area has increased 20%. This reflects the strength and development of wine and spirits market in Asia. ProWine Asia (Hong Kong) is entering a new dynamic phase as it becomes more integrated and interactive with trade operators. Many participants are reporting strong orders and deals during the show.

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Paul March
Managing Director of UBM ISO

TICKET TO THE

WORLD



12-14 Nov 2019
Shanghai, China



15-17 Mar 2020
Düsseldorf, Germany



31 Mar - 3 Apr 2020
Singapore
18-21 May 2021
Hong Kong

A highlighted Program of supplemental events

A top-class event programme spanned all 4-days of the show, incorporating specialized masterclasses and seminars by a line-up of industry speakers, including Debra Meiburg MW, Sarah Heller MW, Jennifer Docherty MW, Darius Allyn MS and China's first master of Sommelier Yang Lv.

Debra Meiburg MW hosted a series of Asia Wine Summit seminars covering latest wine consumption trends, food and wine pairing, and wine drinking habits throughout the Asia-Pacific. A noteworthy seminar called "Key Elements for upgrading your wine business in the Greater Bay Area" was organized by a bunch of key opinion leaders in the Hong Kong wine circle.

Other event highlights included wine, spirits, whisky and sake master-classes by WSET (Wine & Spirit Education Trust) Jennie Mack and AWSEC (Asia Wine and Service Education Centre). Additionally, international masterclass of wine was offered by Business France, California Wine Institute, Hungary Tourism Agency and Deutschland Sommelier Association.

Trade visitors to ProWine Asia 2019 (Hong Kong) were greatly satisfied by quality and industry-focus of the on-site programme of seminars with well-attended events at both wine-forums starting from the first day and throughout the entirety of the trade-show.

The next editions of the ProWein family fairs are already scheduled, with ProWine China 2019 slated for 12-14 November in Shanghai. The next ProWein will be opening its doors from 15-17 March 2020 in Düsseldorf. And the next edition of ProWine Asia will return to Singapore on the 31 March, to 3 April 2020, and be back to Hong Kong again from 18 - 21 May 2021.

The fair has been great. This is the first time we are doing ProWine Asia, and I must say it has been terrific. We have been seeing good traffic and meeting with many prospective Asian customers. In terms of engagement, in terms of having our presence known, and in terms of letting people in the trade here know that Californian wines is committed to the Asian market, I am pleased to share that the trade fair has fulfilled our participation and business objectives on those levels.

Christopher Beros
Asia Director of California Wine Institute



Nowadays is the Asian market the most important market for Italian wines. This is our first time in Hong Kong, but there're quite a few interesting buyers coming to the booth, we have very good impressions of the quality of the trade visitors. No doubt ProWine Asia (Hong Kong) is such a positive platform to expand in Asian market. During the exhibition, we organized two masterclasses, we had opportunity to see that is big interest and big curiosity about our wines.

Sofia Biancolini
D.E.S.A. Deutschland Sommelier Association and Representative of some well-known wineries



This is a very good opportunity to taste wines from many different wine producing countries, what excite me more is many high-quality masterclasses hosting on-site. Whether it is a well-known winery from abroad, or the local traditional wine importer companies, this exhibition is a very good channel for understanding the wine market. It is very important for visitors from different regions and cities to participate in such a large international exhibition at an international port, I will definitely come back next time.

Liang Junjie
General Manager Assistant of K&D Culture Communication Co., Ltd.
wine trader from Zhuhai Province



In general, I would say Asian market is getting very popular for Georgian wines, we are a Georgian company, we also want to get a place in the Asian market. It's our first time to attend ProWine Asia and a great experience for us to be here. We have met some interesting people, for example, wine importers from Taiwan, Thailand and mainland China.

Khatuna Lagazidze
Co-founder and Director from KART-VALLEY

It's my third time visiting ProWine, last time was ProWine China in Shanghai, November 2018. I'm a big fan of ProWine trade shows. I've met some interesting Champagne and wine producers at ProWine Asia 2019. Asian market is important for my business, and ProWine Asia is a good place that we can source everything in one place. So we don't need to visit different countries.

Orson Chen
Managing Director of Yibai Vintage from Taiwan ROC

Exhibition Statistics 2019

Show Title

ProWine Asia 2019
International Trade Fair for Wines and Spirits

Date

07 - 10 May 2019

Show Hours

07 May - 10:30 to 18:30
08 May - 10:30 to 18:30
09 May - 10:30 to 18:30
10 May - 10:30 to 17:00

Venue

Hong Kong Convention and Exhibition Centre (HKCEC)
Hall 3F & 3G

Organiser

Messe Düsseldorf China Ltd.
UBM Asia

Events at ProWine Asia 2019

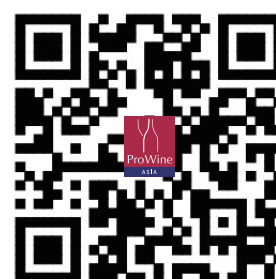
- Champagne Lounge
- Austria WKO master classes
- Business France master classes
- California Wine Institute master classes
- Deutschland Sommelier Association master classes
- German Wine Institute master classes
- WSET master classes
- Wine Asia 360 seminar
- Tasting Trendies Sake Awards Presentation Ceremony



More Information



www.prowineasia.com



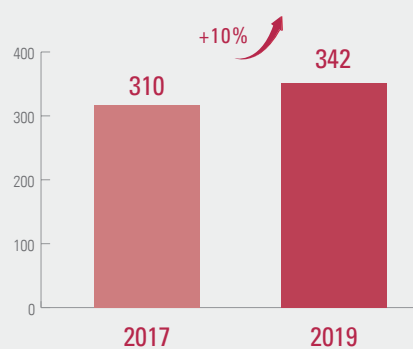
ProWine Asia Facebook

Exhibition Area	6,600 sqm gross area
Total Number of Participating Companies	342
Total Number of Countries & Regions Participating	28

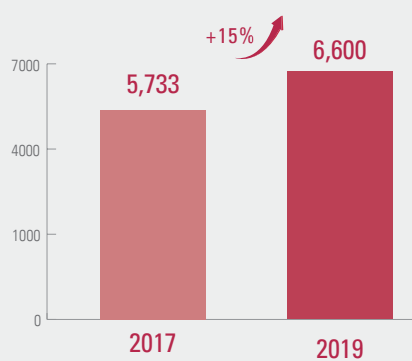
Australia
 Austria
 Belarus
 Chile
 China
 Denmark
 Estonia
 France
 Georgia
 Germany
 Hong Kong
 Hungary
 India
 Italy
 Latvia
 Macedonia
 Moldova
 Philippines
 Portugal
 Singapore
 Slovakia
 South Africa
 Spain
 Switzerland
 The Netherlands
 Ukraine
 United Kingdom
 United States



Exhibitors



Gross Area



Exhibition Statistics 2019

VISITOR BREAKDOWN BY REGION

Region	No. of Visitors	Percentage (%)
Hong Kong	8,085	63.58
Outside of Hong Kong	4,631	36.42
Grand Total :	12,716	100.00

VISITOR BREAKDOWN BY SECTOR

Sector	Percentage (%)
Importer / Distributor / Wholesaler	26.62
Foodservice	8.80
Retail (Alcoholic Drinks / Wine / Spirits)	6.08
Hotel / Serviced Apartment / Resort	5.21
Manufacturer / Supplier	3.89
F&B Consultancy / Management	3.71
Coffee Shop & Café	3.68
Bar / Entertainment / Night Club / Pub	3.05
Vineyard / Wine Producer / Wine & Spirits Related Accessories / Equipment	2.68
Non-Chinese Restaurant	2.18
Others	34.10
Total	100.00

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

Job Title / Function	Percentage (%)
Owner / Proprietor / President / CEO /	31.07
Managing Director / General Manager	
Business Development / Sales / Marketing	24.84
Merchandising & Purchasing	10.05
F&B / Catering Management / F&B Manager / Waiter & Hostess	6.55
Account / Administrative / Finance / Human Resource	4.25
Executive Chef / Chef	3.63
Consultant / Advisor	1.80
Customer Services	1.52
Sommelier	1.44
Academy / Professional / Professor / Student	1.37
Others	13.48
Total	100.00

VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

Products / Services	Percentage (%)
Still Wines / Red	10.80
Still Wines / White	8.60
Still Wines / Rose	7.20
Champagne	7.10
Sparkling Wines	6.20
Spirits	5.20
Japanese Wine / Sake	5.10
Organic Wines	4.90
Other Alcoholic Beverage	32.00
Seminars and Wine Education	3.00
Wine-related Equipment & Services & Accessories	9.90
Total	100.00

See you at
Hong Kong Convention
and Exhibition Centre
18.-21.05.2021



Contact for exhibitors



Messe Düsseldorf China Ltd.
Contact: Cathy Ng
Tel: +852 2143 2281
Email: cathy.ng@mdc.com.cn



UBM Asia
Contact: Abby Cheung
Tel: +852 2827 6211
Email: abby.cheung@ubm.com