



ProWine



EXPLORE FINESSE.

10 – 12 April 2024, Tokyo Big Sight

International Trade Fair
for Wines and Spirits.

www.prowine-tokyo.com

東京

Supported by:

Co-Events:

Organized by:



FABEX東京



Messe
Düsseldorf
Japan

A decorative graphic in the top right corner features a circular image of the Tokyo Tower against a red background with white clouds. Below this are several overlapping circles in red, white, and grey, and a yellow wine glass partially visible.

TOKYO EDITION OF THE WORLD'S LEADING WINES & SPIRITS TRADE FAIR „PROWEIN“ FINAL- LY OPENS THE DOOR IN APRIL 2024!

Over the past 28 years, ProWein – with its more than 90,000 visitors worldwide – has become the most important market place for wines, spirits and craft drinks.

„ProWine Tokyo“ provides a platform as the only-one professional wines & spirits trade fair in Japan. Succeeding „Wine & Gourmet Japan“ tradition and transferring ProWein's community network, ProWine Tokyo will be a place to meet variety of new products, trends and professionals from the industry worldwide.

Moreover, held alongside FABEX Tokyo, ISM JAPAN and anuga SELECT Tokyo, ProWine Tokyo provides an opportunity setting to forge new industry networks across the synergistic wines and spirits, beverages and food sectors.



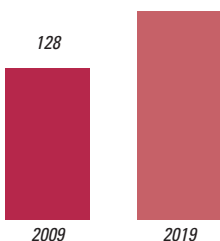
MARKET OPPORTUNITIES

High quality market for high quality products. The Japanese market is well-known for its strict quality standard and is a touchstone for the wine producers and food manufacturers, who will consider the rest of the Asian market.

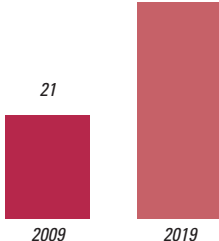
Import Volumes of Wine

Japan is No.1 wine importer in Asia in unit value & No. 2 in volume

Wine
(thousand kl)

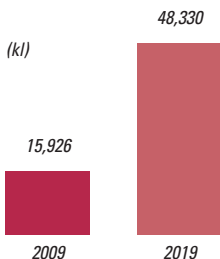


Sparkling Wine
(thousand kl)



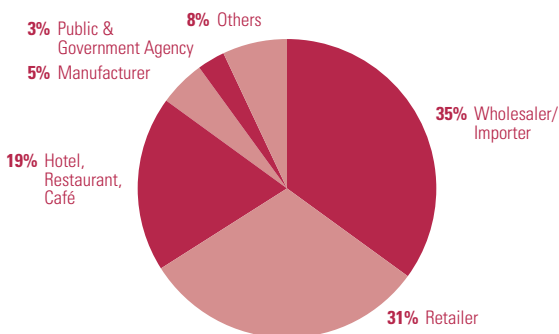
Import Volumes of Whisky

Japan is No.1 spirits importer in Asia-Pacific region



VISITOR STATISTICS

Visitors by Industry Group Visitors (2019): 78,024



**Wine & Gourmet Japan and all co-events of FABEX Tokyo*

KEY BUYERS ATTEND WINE & GOURMET JAPAN

- **Wholesalers & Importers**

ENOTECA / FUJI TRADING / INABA / ITOCHU / JAPAN EUROPE TRADING / KATAOKA / KOKUBU / LERAD-OFF JAPAN/ MITSUBISHI / MITSUI / NIHON SHURUI HANBAI

and many more...

- **Hotels & Restaurants**

FOUR SEASONS / HANKYU-HANSHIN / HOSHINO RESORT / OKURA / IMPERIAL / KEIO PLAZA / MEIJI KINENKAN / NEW OTANI / ORIENTAL LAND / PRINCE / TOKYO DOME

and many more...

- **Retailers**

AEON / ISETAN / LAWSON / MEIDI-YA / MITSUKOSHI / HANSHIN / TOKYU / SEIBU / SEIJO ISHII / SEVEN & I / SOGO / TAKASHIMAYA

and many more...



EXHIBITORS' EVALUATION

Exhibitor met their relevant Customer Group

Yes 90%

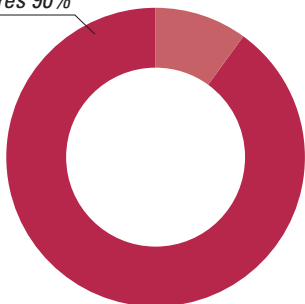


EXHIBIT PROFILE FOR PROWINE TOKYO

- Wines
- Beers
- Spirits
- Sake & Shochu

Focus for 2024:

- Non- & low alcoholic
- „Craft“ beers, spirits, etc.



WHAT WE OFFER

SUPPORTING UNIMPORTED WINES

Register your wines new to Japan! WSET diploma holders will organize on-site tasting seminar, targeting importers enthusiastic for something new (free-of-charge).

SEMINARS

Series of seminars on trend topics will be offered to the visiting professional buyers for free. Slots for exhibitors will be also available (paid service).

MEDIA COVERAGE

THE WINE KINGDOM covers products and company profiles by doing an interview with exhibitors during the show for its local bimonthly magazine (number of copies printed: 50,000). Maximize the performance of your participation even after the show! (paid service)

LABEL AWARDS 2024

Appearance matters for selection! The trade visitors vote and select three best looking labels. The result will be covered in THE WINE KINGDOM Magazine and THE WINE KINGDOM facebook (free-of-charge).

BE PART OF PROWINE TOKYO!

ProWine Tokyo

10 – 12 April 2024



Raw Space:
JPY 49,500* /m²



Standard Package:
JPY 69,300* /m²



Pavilion (for group organizers only):
JPY 71,500* /m²

	Raw Space	Standard	Pavilion
Minimum space	18 m ²	9 m ²	36 m ²
Space	✓	✓	✓
Booth construction		✓	✓
Basic furniture & Power supply		✓	✓
Country tower design			✓

*Consumption tax (10%) is included in the price. All rates quoted in Japanese Yen (JPY).

TIMELINE

Application Open
May 2023

Early Bird Due
June 30, 2023

Final Application Due
November 30, 2023

**Admission
(Location Notification)**
December 2023

CONTACT



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Please contact our representative office in your country!



TICKET TO THE WORLD

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SINGAPORE | MUMBAI | TOKYO
HONG KONG | SÃO PAULO

**ProWein takes you to the
world's key markets.**

Düsseldorf	10 – 12 March 2024
Singapore	25 – 28 April 2023
Hong Kong	10 – 12 May 2023
São Paulo	03 – 05 October 2023
Shanghai	08 – 10 November 2023
Mumbai	24 – 25 November 2023
Tokyo	10 – 12 April 2024

*Book your
ticket today!*
prowein-world.com

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