



# TICKET TO THE WORLD

**DÜSSELDORF SHANGHAI**  
**SINGAPORE HONG KONG**  
**SÃO PAULO MUMBAI TOKYO**

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

|                   |                     |
|-------------------|---------------------|
| <b>Düsseldorf</b> | 10-12 March 2024    |
| <b>São Paulo</b>  | 03-05 October 2023  |
| <b>Shanghai</b>   | 08-10 November 2023 |
| <b>Mumbai</b>     | 24-25 November 2023 |
| <b>Tokyo</b>      | 10-12 April 2024    |
| <b>Singapore</b>  | 23-26 April 2024    |
| <b>Hong Kong</b>  | 14-16 May 2025      |

***Book your  
ticket today!***

***[prowein-world.com](http://prowein-world.com)***



**Messe  
Düsseldorf**



Visitors: 49,000

Exhibitors: 6,000

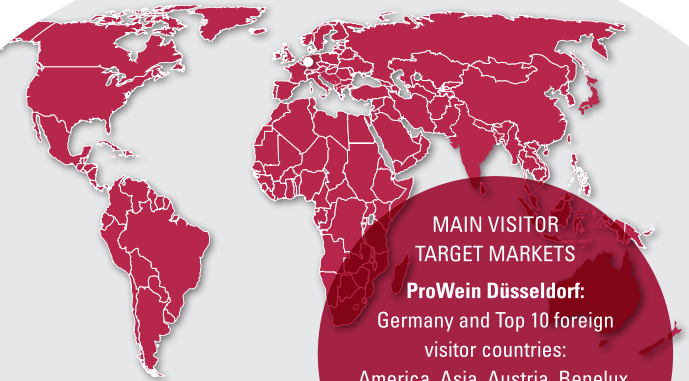
Exhibiting countries: 60

Source: ProWein 2023

[prowein.com](http://prowein.com)

10-12 March 2024

Düsseldorf



**MAIN VISITOR  
TARGET MARKETS**

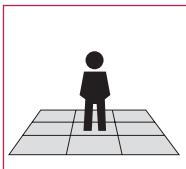
**ProWein Düsseldorf:**

Germany and Top 10 foreign  
visitor countries:

America, Asia, Austria, Benelux,  
Eastern Europe, France, Italy,  
UK & Ireland,  
Spain and Scandinavia

**Strengths of ProWein Düsseldorf:**

- Trade visitors from 141 countries are on the spot
- Business to business only
- Düsseldorf is perfectly located in the middle of Europe,  
where more than 50 % of all wine consumption takes place
- It's easy to reach – with a perfect infrastructure



**Space only:**

Row stand – €228.00 per m<sup>2</sup>

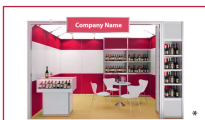
Corner stand – €258.00 per m<sup>2</sup>

End of block stand – €273.00 per m<sup>2</sup>

Island site – €293.00 per m<sup>2</sup>



Standard stand, construction  
P1 – €136.20 per m<sup>2</sup>



Standard stand, construction  
S1 – €160.70 per m<sup>2</sup>



Standard stand, construction  
M1 – €167.30 per m<sup>2</sup>



Standard stand, construction  
P3 – €204.70 per m<sup>2</sup>

\* Visuals are for illustration purposes and are subject to change

\* media fee €299.00

\* €0,60 per m<sup>2</sup> AUMA and waste disposal €2,70 per m<sup>2</sup>

\* €6.00 per m<sup>2</sup> energy fee



Visitors: 8,000

Exhibitors: 450

Exhibiting countries: 22

Source: ProWine São Paulo 2022

[prowinesaopaulo.com](http://prowinesaopaulo.com)

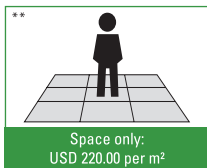
03-05 Oct 2023

São Paulo



### Strengths of ProWine São Paulo:

- The meeting point of the wine and spirits industry in Latin America
- B2B only – high qualified trade visitors from all over Brazil and Latin America
- Perfect location – São Paulo is the main financial city in Latin America
- The biggest import market – more than 50 % of wine and spirits imported to Latin America goes to Brazil



Plus City Hall Fee 150 USD – Plus Media Fee 100 USD

\* Visuals are for illustration purposes and are subject to change

\*\* Special prices available for first edition exhibitors



Visitors: 15,058

Exhibitors: 459

Exhibiting countries: 19

Source: ProWine China 2021

[prowine-shanghai.com](http://prowine-shanghai.com)

08-10 Nov 2023

Shanghai



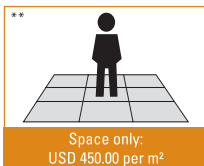
MAIN VISITOR  
TARGET MARKETS

**ProWine Shanghai:**

Shanghai, Jiangsu,  
Beijing, Zhejiang,  
Guangdong,  
Shandong, etc.

### Strengths of ProWine Shanghai:

- Be part of the most attractive export market in the world
- Most influential wine industry platform in mainland China
- Well established and professionally organised
- Professionals only: high quality of sales leads and valuable new business contacts



\* Visuals are for illustration purposes and are subject to change

\*\* Early bird prices available on request until 30 April 2023



Visitors: 4140

Exhibitors: 151

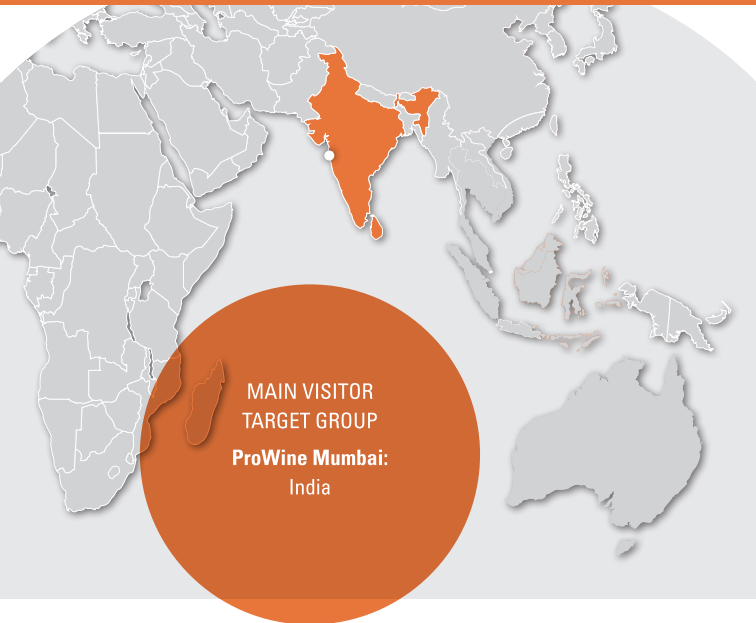
Exhibiting countries: 19

Source: ProWine Mumbai 2022

[prowine.in](http://prowine.in)

24-25 Nov 2023

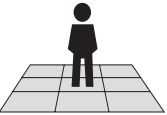
Mumbai



### Strengths of ProWine Mumbai:

- Home to many of the prominent importers, distributors, wholesalers, retailers and producers of wines, spirits and craft beverages
- World class B2B event for the wine, spirits, craft beverages & hospitality industry
- Favorable infrastructure for the business of wine and spirits as compared to other cities
- Progressive initiative improving wine production & sales by 20-30% for domestic & imported wines

\*\*



Space only:

|                                       |   |
|---------------------------------------|---|
| Row Stand: €200 per m <sup>2</sup>    | End of Block Stand: €220 per m <sup>2</sup> |
| Corner Stand: €210 per m <sup>2</sup> | Island Site: €230 per m <sup>2</sup>        |

\*\*



Walk-on Stand:

|                                       |   |
|---------------------------------------|---|
| Row Stand: €220 per m <sup>2</sup>    | End of Block Stand: €240 per m <sup>2</sup> |
| Corner Stand: €230 per m <sup>2</sup> | Island Site: €250 per m <sup>2</sup>        |

\* Visuals are for illustration purposes and are subject to change

\*\* Government taxes of 18% extra



Visitors: 53,015 (incl. Co-Events)

Exhibitors: 874

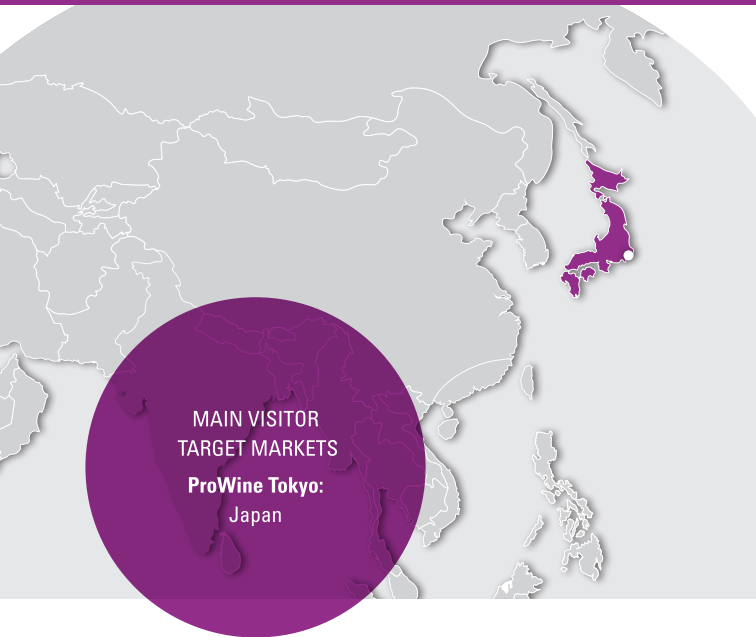
Exhibiting countries: 13

Source: Wine & Gourmet Japan  
powered by ProWine source 2023

[www.prowine-tokyo.com](http://www.prowine-tokyo.com)

10-12 April 2024

Tokyo

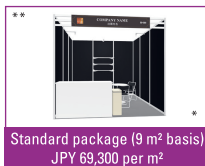
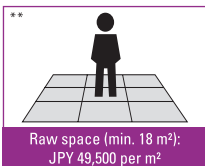


MAIN VISITOR  
TARGET MARKETS

ProWine Tokyo:  
Japan

### Strengths of ProWine Tokyo:

- The only-one professional wine & spirits show in Japan
- Market of “connoisseur,” searching for originality and variety
- Tokyo, town of gourmet with 220+ Michelin starred restaurants
- No. 1 importer in Asia in unit value



\* Visuals are for illustration purposes and are subject to change

\*\* Early bird prices available on request until 30 June 2023



Visitors: 8,500

Exhibitors: 230

Exhibiting countries: 27

Source: ProWine Asia (Singapore) 2022

[prowine-singapore.com](http://prowine-singapore.com)

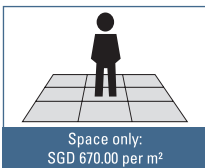
23-26 April 2024

Singapore



### Strengths of ProWine Singapore:

- No. 1 emerging export market for wine
- Strong regional visitor base
- B2B only – the proven gateway to Southeast Asia
- One-stop platform for wines, spirits and hospitality products



\* Visuals are for illustration purposes and are subject to change



Visitors: 12,716

Exhibitors: 340

Exhibiting countries: 28

Source: ProWine Asia (Hong Kong) 2019

[prowine-hongkong.com](http://prowine-hongkong.com)

14-16 May 2025

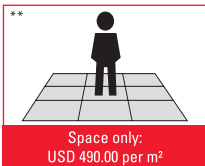
Hong Kong



MAIN VISITOR  
TARGET MARKETS  
**ProWine Hong Kong:**  
Northeast Asia,  
Southern China

### Strengths of ProWine Hong Kong:

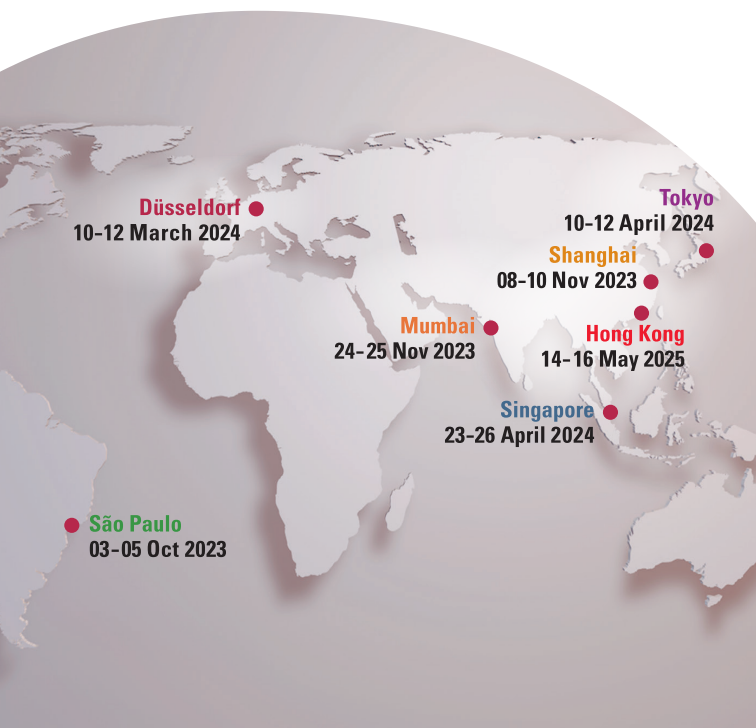
- Global marketplace for wines and spirits
- Free trading policies lead to effective wine business
- One stop for wines & spirits, hotel and food industry



\* Visuals are for illustration purposes and are subject to change

\*\* Early bird prices available on request until 30 September 2022

# PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS



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