



**EXHIBITOR**

International Trade Fair for Wines and Spirits

**ProWine São Paulo**

**October 20-22 | 2020**

Transamerica Expo Center



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



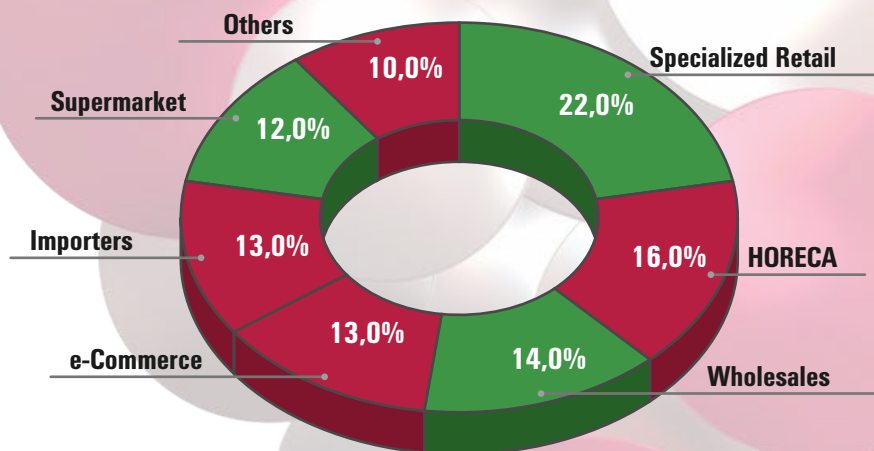
## THE MAIN FAIR FOR PROFESSIONALS WINE AND SPIRITS

ProWine São Paulo will take place on October 20, 21 and 22, 2020 at the Transamerica Expo Center, located in the city of São Paulo. The event is focused on the B2B segment for generating business and industry development. Registrations are exclusive to sector professionals.

In 2019 Provino was created, a fair introduced in the Brazilian calendar to promote the wine and spirits industry. Being a success in its first edition with 2,600 professional visitors and 203 exhibiting brands, it soon attracted investments to add in its quality as a fair. In 2020, ProWein (the largest wine fair in the world in Düsseldorf / Germany), joined Provino.

ProWine São Paulo is promoted by Messe Düsseldorf, organized by Emme Brasil and Inner Group.

# VISITORS OF THE 2019 EDITION



## Visitor Profile

Importers and Exporters;  
Wholesales and Distributors;  
Super and Hipermarkets;  
Hotels, Bars and Restaurants;  
Sommeliers;  
Specialized Retail;  
e-commerce.

## Exhibitor Profile

Wines;  
Sparkling Wine;  
Spirits;  
Wine & Spirits Accessories;  
Services;  
Magazines.

ProWine São Paulo is the professional fair with the greatest diversity of wines and spirits in Latin America. The fair will present the latest industry news, market trends, opportunities to network with exhibitors from around the world and develop new businesses, as well as a parallel program exclusively for the audience public.

## LOCATION – PAVILLION

Brazil is the largest consumer of the region's wine and spirits industry, with a total consumption of approx. 380 million liters in 2019.

With the objective of providing the best business experience, ProWine São Paulo will be headquartered in the city of São Paulo - a multicultural city, with more than 12 million inhabitants from around the world and considered the financial center of Latin America.



## Transamerica Expo Center

Transamerica Expo Center is one of the most modern exhibition centers in São Paulo and has been strategically chosen to host ProWine São Paulo due to its excellent infrastructure and convenient connections to the city's airports, hotels and major financial districts.



# DIFFERENTIALS - ProWine São Paulo

## A unique B2B event

Where exhibitors and industry professionals can meet and negotiate in a suitable environment.

## Professionalism

Parallel programming focused on industry development and business generation.

## A promising market

The Latin American Wine and Spirits market has an estimated CAGR of 5% over the next 5 years.

## Networking

Get in touch with visitors before the fair starts.

## COMMENTS

“Positive points highlight the organization, the location, the proper temperature. I emphasize the extremely interested and professional audience, which is the purpose of the fair. Focus, focus, focus, that sums up the fair. This leaves very positive contacts. Many business opportunities have passed.”

Anderson Cesaro, Villaggio Bassetti

“Highly professional audience. For us this is very important so that we can not only present the news, but make relationship. The fair came at an opportune moment and is to be congratulated on behalf of this public. There is no turmoil, you can present everything calmly, very good.”

Adriano Miolo, Grupo Miolo Winemaker

“Here I liked the constructions, the design, the forums had a good audience, I liked the themes of the seminars. The visitors look very happy, everyone is busy doing business.”

Bastian Mingers, ProWien Director

“This is the first time we are presenting the wines in Brazil and I am very happy with the result, my products have been well accepted in all ranges. It is a fair where the public is interesting, professionals, store owners, importers, sommeliers, specialists. We're in the middle of business and ready to go back next year.”

Danielle Chambaraud, Vignobles Bouillac Representative

# INVESTMENT



## Description

For the individual package, the minimum booth size is 9m<sup>2</sup>.

## This package includes:

- Structure
- Crystal glass panels with beige adhesive;
- Deposit of 1m<sup>2</sup> with door and key;
- 1 table;
- 3 chairs;
- 1 counter with key;
- 1 outlet every 9m<sup>2</sup>;
- 1 trash can.
- Up to 20 characters long.

**Investment: U\$ 400/m<sup>2</sup>**

## Area value (space)

Free area for construction.

**Investment: U\$220/m<sup>2</sup>**



## INFORMATION:

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