

- Press Release | September, 2016

ProWine Asia 2017

Hong Kong Convention and Exhibition Centre (HKCEC)  
Hong Kong SAR, 8 – 11 May 2017

## Exhibitors from Wine-Regions of the World Eager for ProWine Asia's Hong Kong Edition

ProWein Dusseldorf has grown to become the world's largest meeting place for the global wines & spirits industry. In recent years, ProWein World's family of international trade shows broadened its industry reach even further by spanning across the Asia-Pacific thru ProWine China and ProWine Asia. During 8 – 11 May 2017, the next ProWine Asia will be held in Hong Kong, assembling a wealth of globally-established wines and spirits labels with distributors and industry power buyers. Producers from Europe's traditional wine-regions - France, Italy, Spain, Portugal, and Austria have already reserved exhibition space in Hong Kong, while those from Australia, Canada and South Africa confirming as well.

### A Prolific Platform for Business Expansion

ProWein World offers Pan-Asian market expansion, connecting producers and distributors from around the world to the booming markets of China and Southeast Asia. ProWine Asia provides a variety of on-site amenities, once again inviting visitors to relax and connect in the Champagne and Whisky Lounges, the latter organized by *Whisky Magazine*, a UK-based professional publication providing a broad variety of this trendy spirit during the trade fair. Also featured on the program is a presentation of the exciting Decanter Asian Wine Awards and seminars by industry professionals.



**International Trade Fair for  
Wines and Spirits**

**8 - 11 May 2017**

Hong Kong Convention and  
Exhibition Centre (HKCEC)

[www.prowineasia.com/hk](http://www.prowineasia.com/hk)

In conjunction with:



Jointly organised by:



Hong Kong Exhibition Services Ltd  
Unit 1203, 12/F Harcourt House,  
38 Gloucester Road, Wan Chai, Hong Kong  
Tel : +852 2804 1500  
Fax : +852 2528 3103  
Email : [exhibit@hkasallworld.com](mailto:exhibit@hkasallworld.com)



Messe Düsseldorf China Ltd  
Room 2507, 35/F Central Plaza,  
18 Harbour Road, Wan Chai, Hong Kong  
Tel : +852 2143 2281  
Fax : +852 2893 8018  
Email : [cathyng@ndc.com.cn](mailto:cathyng@ndc.com.cn)

## - Food & Wine – Side by Side

ProWine Asia 2017 will run in conjunction with HOFEX, the region's leading food and hospitality tradeshow. HOFEX is expected to attract upwards of 2,500 international exhibitors with 40,000 regional buyers in 65,000 m<sup>2</sup> of exhibition space.

### Registration for Exhibitors

Exhibitors can reserve a booth by visiting [www.prowineasia.com/hk](http://www.prowineasia.com/hk). Exhibitors and visitors are invited to access ProWine Asia's online portal for show updates, industry news, or to register for the ProWine Asia Newsletter.

Press Contact:

**ProWine Asia Hong Kong**  
Messe Düsseldorf China Ltd  
Sean Gu  
Tel.: +852 2143 2280  
[Sean.gu@mdc.com.cn](mailto:Sean.gu@mdc.com.cn)

**ProWein, Düsseldorf:**  
Messe Düsseldorf GmbH  
Christiane Schorn  
Tel.: +49 211 4560 991  
[SchornC@messe-duesseldorf.de](mailto:SchornC@messe-duesseldorf.de)

Further Information: [www.prowineasia.com/hk](http://www.prowineasia.com/hk)  
[www.facebook.com/prowineasia](https://www.facebook.com/prowineasia)



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