

ProWein family active worldwide: ideal export platforms

- **ProWine Hong Kong with extensive programme of side events**
- **ProWine Sao Paulo enters its second “vintage”**
- **ProWine Shanghai continues on course for success**
- **Premiere for ProWine Mumbai**
- **ProWine Singapore kicks off in May 2022**

Preparations for the forthcoming ProWein – the leading international trade fair for the wines and spirits industry – from 27 to 29 March 2022 in Düsseldorf are in full swing. Just as busy are the organisers preparing the satellite events in Asia and Latin America: ProWine Hong Kong (7 to 9 September 2021), ProWine Sao Paulo (5 to 7 October 2021), ProWine Shanghai (9 to 11 November 2021) as well as ProWine Singapore next year (10 to 13 May 2022). A debut is still due this year with ProWine Mumbai – from 17 to 18 November 2021. “Over the past months numerous events had to be postponed and cancelled throughout the entire world. Any trade fair we can offer means a spark of hope for the industry,” says Bastian Mingers, Director ProWein, summarising current developments and adds: “We handle the situation very responsibly and strictly comply with all the rules so as to guarantee the highest degree of safety possible.”

As early as eight years ago ProWine Shanghai already joined this network of international trade fairs for the wine and spirits industry with the aim of providing export-oriented producers and dealers with tailor-made order platforms on relevant marketplaces. The success of the concept is



Messe Düsseldorf

Messe Düsseldorf GmbH
P.O. Box 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 211 4560 01
Fax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-mail info@messe-duesseldorf.de

Board of Managing Directors:
Wolfram N. Diener (CEO)
Bernhard J. Stempfle
Erhard Wienkamp
Chairman of Supervisory Board:
Dr. Stephan Keller

County Court Düsseldorf HRB 63
VAT ID number DE 119 360 948
Tax ID number 105/5830/0663

Messe Düsseldorf
memberships:

 The global
Association of the
Exhibition Industry

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German Trade Fair
Industry

 FKM – Society for
Voluntary Control of
Fair and Exhibition Statistics

Public transport:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

reflected not least by the steady expansion of the trade fair portfolio.

Customers are satisfied too. For instance, Frederico Falcão, Wines of Portugal President: “These pandemic times have had a major impact on the world wine trade. In these difficult times, the importance of trade shows such as ProWein and its satellite events are of crucial importance for the wine sector, which is why Wines of Portugal will once again be present at these important events as ProWine Shanghai in November.”

This is also underlined by Henkell Freixenet. “As a global sparkling wine market leader we are represented on all continents with the 30 companies in our group. To us ProWein in Düsseldorf as the leading international trade fair for the wine industry has become an important meeting point for further developing and building the business and maintaining our national and international customer contacts over the years. The same applies to ProWine Shanghai with a focus on the Asian region where we are also represented,” explains Jan Rock, Global Head Corporate Communications Henkell Freixenet.

Packed trade fair agenda raises hopes in pandemic times

The next event in the international trade fair agenda of the ProWein family is ProWine Hong Kong. It will now be held for the third time in parallel with HOFEX, Asia’s leading trade fair for Food & Hospitality. At the same time, Natural & Organic Asia will also be held at the fairgrounds again ensuring that trade visitors find a broad-based spectrum of ranges. Due to the pandemic and travel restrictions ProWine Hong Kong will be held with a limited number of exhibitors. In exchange for this a comprehensive line-up of events is planned in cooperation with WSET, AWSEC (Asia



Wine and Service Education Centre) as well as with Decanter. Current information is available online at www.prowine-hongkong.com in English and Chinese.

Since 2016 ProWine Hong Kong is held every two years – alternating with ProWine Singapore whose next edition will run from 10 to 13 May 2022. The organisers are Messe Düsseldorf Asia and Informa Markets, which organises the most relevant trade fair for the hospitality, restaurant and catering sectors in South East Asia. Next year's edition will see thematic curated experiences and special itineraries for trade visitors, as well as the WSET® Level 1 course (in wines and spirits). Current information on this can be found at <https://singapore.prowineasia.com/>.

The situation in Brazil is full of confidence. ProWine Sao Paulo (5 to 7 October 2021) is organised jointly by Emme Brasil (the foreign representation of Messe Düsseldorf in Brazil) and publishing house Inner Group that publishes the established specialist wine magazine Adegas, to name but one. In autumn 2019 ProWine Sao Paulo celebrated its premiere but had to be suspended in 2020 due to the global Covid-19 pandemic. At the upcoming ProWine Sao Paulo at the Transamerica Expo Center to the tune of 350 international wine producers and vendors of spirits from 15 countries are expected from countries including Argentina, Armenia, Brazil, Chile, Portugal, Spain, the United States of America and Uruguay. A varied seminar area rounds off the presentation of wines and spirits. More information in English and Portuguese is available at: www.prowinesaopaulo.com.

Good prospects for ProWine Shanghai

The prospects are currently very positive for ProWine Shanghai from 9 to 11 November 2021. Many national



pavilions or regional wine-growing organisations such as Business France, ICEX (Spain), PRODECA (Catalonia), Wines of Slovenia, Wines of Argentina or the Yinchuan Wine Association have enlarged their stand sizes. As early as last year the leading trade fair for wines and spirits in China was already very successful attracting over 22,500 visitors and 400 wine producers and dealers from 17 countries and regions thereby allowing international suppliers to do business in difficult pandemic times. More information can be found online in English and Chinese at www.prowine-shanghai.com.

New entrant: ProWine Mumbai

ProWine Mumbai will be held for the first time from 17 to 18 November 2021 at the 5-star hotel, The Regis in Mumbai. It will be organised by Messe Düsseldorf India and All Things Nice – India's leading wine, spirits and luxury marketing consulting and events agency. The predecessor of this event was the ProWine Education Campaign, which celebrated a successful premiere in Mumbai in 2018 and ran for the second time in 2019. Some 90 international producers featured in 2019 as part of the ProWine Education Campaign. The hallmark of both events was a multitude of Masterclasses, tastings and seminars with some 400 delegates. This range is now extended to include ProWine Mumbai as a fully-fledged trade fair with a comprehensive conference programme. The two-day programme at ProWine Mumbai 2021 is anticipated to be the leading international event in the Wine, Spirits and the allied industry in India. The event will bring together exhibitors from International & Indian wine and spirit companies along with masterclasses, led by leading industry speakers and experts. There will also be a networking evening for the trade attended by HORECA, trade media, the wine and spirits trade and a consumer



tasting evening for both days respectively. For more information, please visit www.prowine.in.

High-resolution visuals can be found in our photo database in the "Press Service" area at www.prowein.de/1200. For more information visit www.prowein.de.

Press contact for ProWein & ProWein family

Christiane Schorn
Tel.: +49(0)211/4560 –991
SchornC@messe-duesseldorf.de

Monika Kissing
Tel.: +49(0)211/4560 –543
KissingM@messe-duesseldorf.de

Brigitte Küppers
Tel.: +49(0)211/4560 –929
KueppersB@messe-duesseldorf.de

