

PRESS RELEASE

Asian Trade Participants Toast to Accomplishing Goals at ProWine ASIA 2016

Inaugural ProWine ASIA in Singapore saw business opportunities and rewarding interactions between producers, importers, distributors, key buyers and industry experts

15 April 2016, Singapore – ProWine ASIA 2016, the newest addition to ProWein World series of international trade fairs for wines and spirits, concluded on a high note today. International exhibitors attested to the quality of sales leads gained and valuable new business contacts made with like-minded industry partners from Southeast Asia and beyond.

Held alongside the 20th edition of Food&HotelAsia2016 (FHA2016), the region's premier and most comprehensive food and hospitality trade event and jointly organised by Singapore Exhibition Services and Messe Düsseldorf Asia, ProWine ASIA 2016 played host to 257 established wine producers and distributors from 30 countries. More significant was the impressive 8,285 attendees, including trade visitors, masterclass and seminar speakers and delegates from 44 countries and regions who attended the four-day trade event. Of these, 47 per cent came from overseas including Malaysia, Indonesia, Thailand and Philippines who were able to view and taste first-hand a wide variety of wine and spirits.

Marius Berlemann, ProWein Director and Global Head of Wine & Spirits, Messe Düsseldorf GmbH, said "Having followed in the footprint of a highly successful global formula, unique to the ProWein World series, which brings together an international



International Trade Fair for Wines and Spirits

12 - 15 April 2016
Singapore Expo
Hall 10

www.prowineasia.com

Jointly organised by:



Singapore Exhibition Services Pte Ltd

10 Kallang Avenue #09-16

Aperia Tower 2

Singapore 339510

Tel : (65) 6233 6638

Fax : (65) 6233 6633

Business Registration 197000345C



Messe Düsseldorf Asia Pte Ltd

3 HarbourFront Place #09-02

HarbourFront Tower Two

Singapore 099254

Tel : (65) 6332 9620

Fax : (65) 6337 4633

(65) 6332 9655

Email : info@prowineasia.com

Business Registration 199507124Z

variety of wine brands and producers under one roof, we are extremely pleased to see this internationality reflected here at ProWine ASIA. With overseas exhibitor participation at 88 per cent hailing from 30 countries, this reinforces the strategic position that the exhibition plays in fulfilling the needs and demands for such a dedicated platform in this market.”

“The business networks and the promising connections that have been garnered between industry players and international wine producers looking to expand into Southeast Asia, alongside some 600 masterclass participants, has certainly exceeded our expectations. The encouraging response we have received at ProWine ASIA, extending the reach of ProWein Düsseldorf to a Southeast Asian audience, is testament to the dynamic potential of this region’s wine and spirits market,” said Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

Regional Launch Pad for Singaporean Companies

There was notable Singaporean representation at the show, with well-known companies such as Whistler Wine and Spirits, Tuck Lee Ice Works, and small and medium-sized enterprises (SMEs) like True Heritage Brew and Bottles & Bottles. They were able to pitch their products to a wide range of industry players, and meet their Southeast Asian counterparts to discuss possibilities for collaboration to propel their business regionally.

“The strong support we have seen from both international and local exhibitors and trade attendees for this event is most heartening, and we are happy to see the connections and deals made in this first ProWine ASIA. We are assured that this event has brought synergistic cross-over value between the food and hotel sectors with that of the wine and spirits industry, and extended the ProWine ASIA visitors base to beyond the Southeast Asia region. The event also allowed attendees from FHA to expand their horizons in this one-stop sourcing platform, by experiencing the varied and exciting international selection



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of wine and spirits for the discerning consumers in this region,” said Lindy Wee, Chief Executive, Singapore Exhibition Services.

Valuable Knowledge Gleaned from Masterclasses and Seminars

Understanding each note one sip at a time, trade delegates to ProWine ASIA got to learn from the best in the industry with specialised masterclasses and seminars, each focusing on different aspects of wine and spirits.

“It was a very informative masterclass session for me. I got the opportunity to be introduced to and taste lesser known wines from the Sicily and Sardegna region, and expand my knowledge towards Italian wines. The session covered the history and production of the wines, and its distinct characteristics and taste notes, which I truly appreciated,” said Michael Gontana, General Manager of PT. Sarindo Makmur Sejahtera.

Indra Kumar, Certified Specialist of Wine and Champion of Singapore Sommelier Competition 2009, said “The earlier masterclass on Spanish wines was fantastic. We had overseas and local importers, sommeliers and those from related F&B sectors attending the session, which led to many productive and rewarding discussions. ProWine ASIA 2016 provided a dedicated platform for knowledge exchange for the wines and spirits industry.”

Witnessing Champagne Sparkle with Life while Poured at Asia’s First Champagne Lounge

Adding to the showground’s sparkle and glamour was Asia’s first Champagne Lounge that boasted an array of more than 25 different types of champagne – many of which were unique ‘first in Asia’ labels, by renowned champagne producers. Trade visitors even had the chance to seek advice and consult with Oenologists to better understand and appreciate champagne.



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On a visit to stay updated of new products available in the market and latest drinking trends, Mr Samuel Tse, Service Director of The American Club in Singapore, shared that, “the Champagne Lounge is an interesting concept. Being in-charge of making recommendations to my purchasing department on the wines to stock for our private club members, the Lounge allowed me to discover and taste the various types of champagne all at one place. The unique champagne liqueur and a few quality Rose champagnes that I got to sample are some of my picks.”

New Industry Networks Forged for Growing Business in Asia

The exhibition featured a multi-national selection of wines and spirits, with Pavilions from established wine producing countries like Australia, Austria, Chile, Italy, France and more. Global wine producers, which made up a majority of the exhibitors, were pleased to have gotten this opportunity to reach local Singapore and Asian markets through this platform.

Hanspeter W. Stutz, President at Grand Pré Wines Limited, an exhibitor from Canada, expressed his thoughts on ProWine ASIA, echoing the views of many international exhibitors, said, “I believe that Singapore is a strong hub for wines and spirits in this region and a great market to launch our products in, as a starting point to increasingly bring them to more countries here. At ProWine ASIA, we were able to showcase our products for the first time to many potential Asian distributors and buyers. We will most definitely take part again if we can, at the next ProWine ASIA trade show!”

“I want to bring my special Rosolo wines made from dried grapes to the world, and Singapore was an essential stop for me as it is the gateway to Southeast Asia. Now is an opportune moment for me to target Singapore and the surrounding



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countries in this region,” said Franz Jägersberger, owner of Austrian wine producer Weingut JbN.

The next edition of ProWine ASIA will be held in 2018 from 24 to 27 April alongside Food&HotelAsia2018 (FHA2018). For more information, please visit www.prowineasia.com.

ProWein Worldwide

Immediately following ProWine ASIA is the fourth edition of ProWine China in Shanghai, scheduled to be held from 7 to 9 November 2016. The next ProWein in Düsseldorf will be held from 19 to 21 March 2017.

For media enquiries, please contact:

Singapore Exhibition Services

Juliet Tseng / June Seah Singapore Exhibition Services Tel: +65 9687 6657 / +65 9852 6756 Email: juliet@sesallworld.com / june.seah@sesallworld.com

Ujwal Sharma FleishmanHillard Singapore Tel: +65 9783 6583
Email: ujwal.sharma@fleishman.com

Messe Düsseldorf Asia

Fulvia Wong / Liliane Lye Messe Düsseldorf Asia Tel: +65 9772 3716 / +65 9850 2627 Email: fulvia@mda.com.sg / liliane@mda.com.sg

Press Contact:

Messe Düsseldorf GmbH, Press Department ProWein
Christiane Schorn, Brigitte Küppers (Assistant)
Tel.: +49 (0) 211/4560 –991/–929
SchornC@messe-duesseldorf.de, KueppersB@messe-duesseldorf.de

Further information at:

www.prowein.de and/or on the social networks
Facebook: www.facebook.com/ProWein.tradefair
Twitter: <https://twitter.com/ProWein>



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