ProWein Düsseldorf 2027 – Newsflash Update, 3. September 2026

ProWein Newsflash | August 2026

What's new at ProWein? In this newsflash, we have compiled the most important topics and developments from Düsseldorf and the international ProWein world for you in a brief and compact format.

- **New Visionary Talk now online**: The wine market is changing: consumption is declining, growth through volume is becoming more difficult, and the competition for attention is increasing. How can family-run wineries in particular respond to these developments? In the new ProWein Visionary Talk, a new generation of winemakers discusses this topic. Watch the Visionary Talk here.

- **Wine Export USA: Knowledge, opportunities and guidance for market success:** The USA is the world's largest wine market by value, while also being one of the most complex export markets. With a new e-book on the US wine market, ProWein therefore offers its exhibitors practical guidance and support for successfully entering the market and expanding their export business. Discover the e-book here.

- **ProWine Shanghai 2026 well positioned:** China remains a market with great potential for wine and spirits producers, but also one of considerable complexity. From 10 to 12 November, ProWine Shanghai 2026 will offer international suppliers targeted access to relevant decision-makers and sales channels in the Chinese market at the Shanghai New International Expo Centre. With strong international participation, the trade fair is once again well positioned for 2026. As part of the ProWein World network, it creates valuable business contacts on site and supports producers in the targeted development of new markets. Further information is available at www.prowine-shanghai.com.

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ProWein DÜSSELDORF

March 7–9, 2027

International Trade Fair for Wine & Spirits

prowein.com

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