

ProWein steps up presence in Japan

FOODEX to include ProWein & Champagne Lounge

FOODEX is the biggest and most important food and beverage trade fair in Japan. At the forthcoming edition of FOODEX from 6 to 9 March 2018 ProWein will be one of its project partners for the first time, featuring a ProWein & Champagne Lounge. The ProWein Lounge will have a Hospitality section with information about the leading international trade fair for wines and spirits in general, while the Champagne Lounge will represent selected champagne manufacturers and vintners from France. They will include Champagne Delphine Révillon, Champagne Vollereaux, Champagne Bergère and Champagne Aspasia.

The cooperation project between the Japan Management Association as the organisers of FOODEX and Messe Düsseldorf as the organisers of ProWein will enrich the wine segment at FOODEX. What is more, trade visitors will have an opportunity to obtain comprehensive, first-hand information about ProWein in Düsseldorf. “With the ProWein & Champagne Lounge at FOODEX we will approach our visitors in Japan directly, showing them the wide range of options they have at ProWein, the leading trade fair for wines and spirits. Champagne is a good starting point – an ‘appetiser’, as it were – for the world’s most important industry event on wines and spirits,” says Marius Berlemann, Global Head Wine & Spirits and Director of ProWein, as he describes the new project in Japan.

At the same time, a presence at FOODEX gives traditional champagne manufacturers from France a good opportunity to present themselves to the Japanese market. “We are very pleased



THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS

18-20 Mar 2018

Düsseldorf, Germany www.prowein.com



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Mitgliedschaften der
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 The global
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 AUMA Messe-Ausschuss der
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 FKM – Gesellschaft zur
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

that we can offer champagne manufacturers and vintners the professional environment of FOODEX. FOODEX is the ideal platform for the targeted establishment of contacts with Japanese importers and distributors, retail trade and hotel and catering industries,” says Patricia Muller who is enthusiastic about this greater involvement of ProWein in Japan. Patricia Müller is among those representing Messe Düsseldorf in France, and she is also the organiser of the Champagne Lounge at ProWein trade fairs.

Champagne Lounge as part of ProWein

The Champagne Lounge is based on the idea of giving traditional champagne manufacturers and vintners a unique environment in which they can present themselves to professional circles. This includes not only a clear and classy design, but also a separate seminar space and a small bar area. The Champagne Lounge is a firm part of ProWein in Düsseldorf, ProWine China in Shanghai and ProWine Asia in Singapore and Hong Kong.

Further details of ProWein are available at www.prowein.com. You will find high-resolution images in the “Press Service” section of our photographic database at www.prowein.com.

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