



16–18 March 2025
Düsseldorf, Germany

The World's №1
International Trade Fair
for Wines & Spirits

→ prowein.com

ProWein 2025 – Press Release No. 10: February 2025

Fair Match: new networking platform for ProWein

“Fair Match” is an innovative matchmaking tool offered by ProWein. It enables trade visitors and exhibitors to connect with each other selectively and optimises trade fair visits by proposing personalised contacts, making appointments and providing an intuitive chat functionality.

ProWein is the most important meeting point for the international wine and spirits industry. To make networking between trade visitors and exhibitors even easier and more efficient, ProWein will deploy the digital matchmaking tool Fair Match for the first time. With this innovative application on the ProWein Portal and in the ProWein App participants can start a selective search and enter into contact directly. Based on trade visitors' interests and the products offered by the exhibitors matching contacts are recommended. Fair Match aims to make a visit to the trade fair even more rewarding.

Targeted connecting

Fair Match boasts numerous functionalities designed to make trade fair participation an optimal experience for all attendees. Contacts can be saved, appointments made direct via the platform and conversations can be held conveniently via a chat function integrated into the ProWein App. In addition, users can search for and filter exhibitors, products, sectors or professional positions in order to find relevant contacts.

“Digitalisation is what makes or breaks the success of trade fairs these days. With Fair Match we have created an innovative platform that makes it possible for trade visitors and exhibitors to make contact selectively. This means they will find it easier to meet the right business partners, discover relevant products and make their trade fair visit even more efficient,” explains Peter Schmitz, Director of ProWein.



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Focus on user-friendliness

User-friendliness was centrestage when developing Fair Match. Anyone registering on the trade fair website can automatically use the tool. This renders duplicate registration superfluous and eases access. The personal profile allows users to state their interests, their searched for or offered products as well as industry affiliation so as to receive the best matches possible for networking.

After the successful debut at ProWein the plan is to also roll out Fair Match to other trade fairs at Messe Düsseldorf.

Click here to access Fair Match (visitors): <https://www.prowein.de/fmv>.

The whole world of wines and spirits

ProWein will also map the entire variety of international wines and spirits in 2025 again. Under the motto “Discover the Taste of Tomorrow” exhibitors from over 60 nations will present themselves from 16 to 18 March 2025. A visit to ProWein requires credentials – the trade fair exclusively targets trade visitors from retail and hospitality. For more information go to www.prowein.com.

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