

**THE WORLD'S NO.1**  
International Trade Fair  
for Wines and Spirits  
**21-23 March 2021**  
Düsseldorf, Germany  
[www.prowein.de](http://www.prowein.de)  
[www.prowein.com](http://www.prowein.com)

**ProWein 2021 extended to 5 days on account of COVID-19**

**Leading Trade Fair will run from 19 to 23 March 2021**

**Messe Düsseldorf: Successful Re-Start after the Lockdown**

The current COVID-19 hygiene and safety provisions require ProWein to be extended by two to five days one time – in concrete terms from Friday, 19 March, to Tuesday, 23 March 2021. This extended running time guarantees compliance with one of the key safety requirements and allows the exhibitor and visitor flows at the world's most relevant and biggest trade fair for wines and spirits to be managed in responsible ways. Next year a maximum of 10,000 visitors will have access to ProWein per day.

“With CARAVAN SALON, the leading international caravanning trade fair only held in early September, we have proven just how important and at the same time successful trade fairs are even in times of COVID-19,” says Erhard Wienkamp, Managing Director Operative Trade Fair Business at Messe Düsseldorf, and adds: “It was the first trade fair across all of Germany after the lockdown proving an important step towards normality in business life. The know-how acquired there can now be leveraged fully for the benefit of the international wine and spirits sector at ProWein – in the interest of our customers, exhibitors and visitors. Even under the new circumstances very good economic results can be achieved.”

**PROtaction Campaign: Tailor-Made Hygiene Concept**

Under the heading PROtaction Messe Düsseldorf has developed an accomplished hygiene and safety concept.



**Messe  
Düsseldorf**

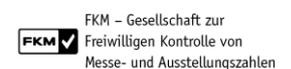
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St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Alongside channelling visitor flows, the backbone here is compliance with the distancing, hygiene and face mask rules. During ProWein like at CARAVAN SALON trade fair employees, so-called PROTaction Guides, will be touring the halls and monitoring compliance with the provisions. The control of visitor attendance can be guaranteed by limiting their number to a maximum of 10,000 per day; this is put into practice by personalised online 1-day tickets. Another proven measure taken at CARAVAN SALON was the 100% registration of all exhibitors' employees incl. stand construction staff and will therefore be implemented as a core element of the PROTaction Concept at ProWein.

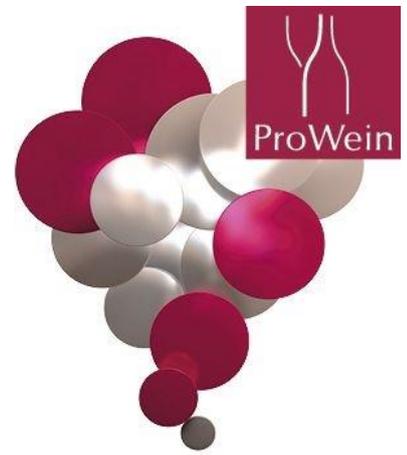
For ProWein-specific details – such as the COVID-19-conforming organisation of tasting sessions – we have attested solutions at hand. Exhibitors, employees, stand builders, visitors and media representatives can find regularly updated replies to questions concerning hygiene measures on the [ProWein](#) website. The PROTaction Campaign by Messe Düsseldorf informs exhibitors and visitors about the measures in detail and in a descriptive way at [ProWein-PROTaction](#)

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