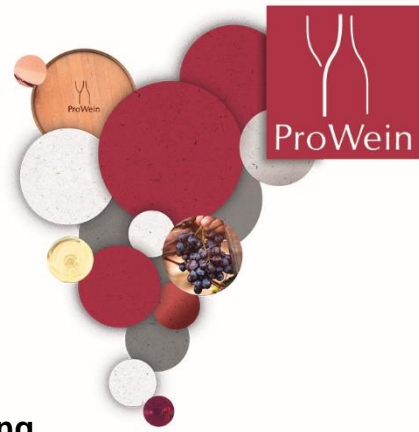


## **ProWein under new management**

### **Peter Schmitz appointed new Director of the leading international trade fair for wines and spirits**

The long-standing head of Messe Düsseldorf's international contract business/Official Participations - Peter Schmitz - is to become the new Director of ProWein. For nine months, the leading international trade fair for wines and spirits had been under the provisional management of Michael Degen, Executive Director and Member of the Board of Management of Messe Düsseldorf. As of 1 February 2023, Peter Schmitz will take over the function of Director and will thus be responsible for the entire, worldwide ProWein portfolio. In this position, Peter Schmitz will report to Michael Degen, whose area of responsibility includes Wine & Spirits as well as a number of other international trade fairs in the fields of Health & Medical Technologies, Caravanning & Outdoor and Beauty & Rehackare.

Peter Schmitz has been responsible for Messe Düsseldorf's contract business for public clients as well as for the participation in trade fairs abroad for more than 20 years. In his new position as Director of ProWein, the 58-year-old will continue his international journey. "I am absolutely passionate about networking with people and maintaining business relationships all over the world. This is exactly what ProWein is all about and I am delighted to be able to contribute my longstanding experience here," says Peter Schmitz.



**19 - 21 March 2023  
Düsseldorf, Germany**

**THE WORLD'S NO. 1  
International Trade Fair  
for Wines and Spirits.**  
[www.prowein.com](http://www.prowein.com)



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Messe Düsseldorf  
memberships:

 The global  
Association of the  
Exhibition Industry

 Association of the  
German Trade Fair  
Industry

 FKM - Society for  
Voluntary Control of  
Fair and Exhibition Statistics

Public transport:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung



## ProWein on course for success

Started in 1994 with 321 exhibitors and around 1,500 visitors, ProWein has developed into the world's No. 1 trade fair for the international wine and spirits sector. In the meantime, more than 6,000 exhibitors from all over the world present their wines and special spirits. Correspondingly high is the interest taken by trade visitors from throughout the world. They use ProWein to obtain comprehensive information and to exchange ideas. Since 2013, ProWein in Düsseldorf has been complemented by numerous international satellite events. ProWine Shanghai was the first in 2013, followed by ProWine Singapore, ProWine Hong Kong, ProWine Mumbai and ProWine Sao Paulo. The latest member of the international ProWein family is ProWine Tokyo. The next ProWein in Düsseldorf will take place from 19 to 21 March 2023.

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