

ProWein Düsseldorf 2027 – Press Release, 15. April 2026

ProWein sharpens its profile as a knowledge platform

Agora Talks now online

ProWein is consistently expanding its all-year-round content offering. New formats such as the “Agora Mediathek” now complement the portfolio. This allows established offerings such as the ProWein Business Report, the ProSpirits Report and the Visionary Talks to be further developed and expanded in content terms. Access remains deliberately exclusive: content specifically targets ProWein visitors and delivers reliable decision-making criteria in a changing market environment.

ProWein Agora

Agora debuted at ProWein 2026 and provided strong impetus for the industry with three days full of exchange, ideas and forward-looking perspectives, featuring over twelve hours of programming and 42 speakers of the highest international calibre. The focus was on topics such as #NewMarkets, #NewConsumers, #NewTechnology, #NewProducts and #Futurist. The most relevant sessions are now available on demand at: www.prowein.com. Rather than merely a review of the themes, this provides an opportunity to pinpoint the developments that are relevant to business and identify the trends with strategic implications.

The well-established analytical tools ProWein Business Report and ProSpirits Report have also seen a consistent upgrade. Combined with in-depth white papers, this has resulted in an integrated offering of market data, trends and concrete actionable insights, aimed at presenting information in a way that can be directly translated into business decisions.

“Coming from an industry background I am familiar with the challenges of day-to-day business. Guidance and expertise are needed when it

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comes to markets, shifts in demand and new developments. This is exactly where we come in, condensing the results into actionable insights – exclusively for the ProWein-Community” says Frank Schindler, Director of ProWein Düsseldorf.

Knowledge shared – exclusively and on a level playing field

Content is kept deliberately exclusive. It is restricted to registered visitors and exhibitors. This allows ProWein to create a “safe knowledge space” for the industry – with resources that are specifically tailored to professional users. With this approach ProWein sharpens its profile as a knowledge platform. It combines the offline trade fair with digital content and data-based insights to form a consistent overall offering. This provides a system that not only makes trends visible but also enables market players to take informed decisions and secure a competitive edge.

The complete knowledge repository is accessible centrally on the ProWein platform at www.prowein.com.

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