

ProWein World keeps Moving

- **ProWine São Paulo postponed to 2021**
- **Good response to ProWine in Shanghai in November**
- **Preparations for ProWein 2021 in Düsseldorf ongoing**

The Corona crisis continues to heavily impact the international wine sector. At present, the ProWine São Paulo – originally scheduled for 20 to 22 October 2020 – has been postponed to the coming year. While bigger events are allowed to take place again in São Paulo from mid-October, the unclear rules issued by the government were too big a factor of uncertainty to reliably plan ProWine. Messe Düsseldorf therefore decided jointly to postpone the event to October 2021 to be on the safe side.

The situation in China is quite different: here ProWine in Shanghai can be held as planned from 10 to 12 November 2020. In contrast to Brazil there are clear requirements and rules in Shanghai according to which events can be held. A number of major international pavilion organizers, including the Federal Ministry of Food and Agriculture (BMEL) in cooperation with the German Wine Institute (DWI), Viniportugal, Advantage Austria (Austrian Federal Economic Chamber), Japan Sake and Shochu Makers Association as well as the GCF Group (Grands Chais de France) have already registered. This is an encouraging sign of the wine trade being ready for a re-start after months of standstill. Although not all international pavilions have decided on their participation yet due to the travel restrictions, they are actively looking for solutions. The plan is to involve subsidiaries or local importers. Apart from this, there are numerous exhibitors from China represented at ProWine in Shanghai. COFCO – Great Wall and UP – Chinese Wine are just two of them who have enlarged their exhibition space. Likewise, some Chinese wine-growing regions are expected to make their first own appearance.

THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
21-23 March 2021
Düsseldorf, Germany
www.prowein.de
www.prowein.com



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 The global
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Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

The next ProWein in Düsseldorf will be held in March 2021. A comprehensive hygiene concept tailored to ProWein and its specific requirements is currently being developed. Planning for ProWein 2021 is currently in full swing. More information will follow shortly.

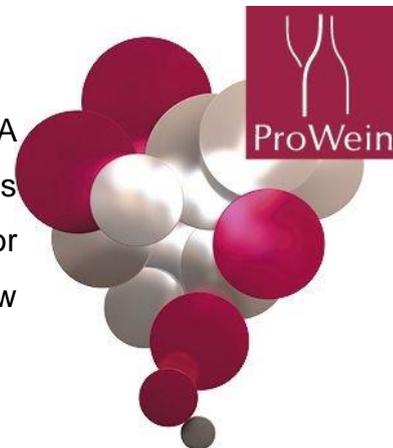
Other dates in the ProWein calendar include ProWine in Singapore from 2 to 5 March 2021 and ProWine in Hong Kong from 12 to 14 May 2021.

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