

ProWein 2017 – Press Release No. 6/ 19 January 2017

ProWein Study on the Assessment of International Wine Markets

Every year the international wine world gets together at ProWein in Düsseldorf. This means the leading trade fair for wines and spirits disposes of extensive contacts with a wide variety of market players. ProWein now intends to leverage this expert knowledge to compile data on the international wine market and place it at the sector's disposal. In cooperation with the Geisenheim University, one of the most renowned research institutes for oenology and wine growing, we are currently polling our ProWein exhibitors and visitors online. The results will be presented at the forthcoming ProWein. The study provides an assessment of the status quo and an outlook for future developments on international wine markets. The study covers how experts view the growth expectations for individual countries or which growth opportunities they see for specific markets.

Prof. Dr. Simone Loose, Head of the Institute for Business Administration and Market Research at the Geisenheim University, is realising this study on behalf of ProWein: "International wine markets are getting more and more important for the European wine sector. Together with ProWein we are capturing the opinion of sector experts thereby making available well-researched information on the current and expected global wine market trends and distribution channels. The combination of the various producers' views, on the one hand, and of buyers, on the other, brings about a unique opinion barometer for the industry."

The online survey in five languages is still on until 27 January 2017.



The World's No. 1:
International Trade Fair
for Wines and Spirits
19.-21.03.2017
Düsseldorf, Germany www.prowein.com

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U78, U79: Messe Ost/Stockumer Kirchstr.
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ProWein exhibitors and visitors were e-mailed the link to the survey. If you are interested, you can also ask Simone.Loose@hs-gm.de for access.

All results will be presented in detail at a press conference at ProWein 2017. Upon request each participant can also be provided with the results of this international analysis.

- End -

Note for Editors:

The press conference for the ProWein Study will take place on 20 March 2017 at 10.00 am at the Press Center. The ProWein Press Center is located on the 1st floor of the Messe Düsseldorf administration building.

For high-resolution visuals for ProWein go to our photo database in the "Press Service" area at www.prowein.com.

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