



Top Figures for ProWein 2016

The success of ProWein continues unabated. Once again, from 13 to 15 March 2016 more exhibitors and visitors from throughout the world came to the leading international fair for wines and spirits in Düsseldorf. Over 55,000 trade visitors came here to gather information at the stands of the 6,200 exhibitors, to place their orders and take advantage of the varied supporting programme. As many as half the visitors now come to Düsseldorf from abroad. Now in its 10th year ProWein goes City was once again held in and around Düsseldorf with numerous wine events for all wine lovers.

The variety of ProWein is unique worldwide. At no other event is there such a wide and international range on offer. At ProWein 2016 all relevant wine regions of the world gathered in Düsseldorf, including numerous market leaders from Europe and abroad. The largest exhibitor nations this year included Italy (1,500), France (1,300), Germany (1,000), Spain (550), Austria (320), Portugal (300) and Overseas (600). Added to this were some 420 exhibitors from 30 countries with their special spirits. Exhibitors from a total of 59 nations attended the event.

This line-up attracted over 55,000 trade visitors from throughout the world to Düsseldorf – corresponding to some 6% over last year (2015: 52,000 trade visitors from 123 countries). Here ProWein is increasingly becoming a top global event: this year visitors travelled from 126 different countries. One in two visitors came to Düsseldorf from abroad. The highest rise outside Europe was posted by visitors from Overseas, mainly from Asia. Overall, we are seeing a trend where ProWein is primarily attracting decision-makers with great purchasing responsibility: over 70% of visitors



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came from top or middle management. The success of the trade fair was also highly rated: one in two visitors confirmed that they found new suppliers and two-thirds were able to go home with useful info on trends and innovations. Just under 96% stated they had entirely reached the goals of their trade fair visit. “Figures clearly show that ProWein is the world’s most important business platform for the entire sector. This is where the trade fair budgets are spent. And also for the major, prizewinning wine estates ProWein has now become the absolute must-attending event,” says Hans Werner Reinhard summing up the success of ProWein 2016.

Siobhan **Thompson**, CEO at Wines of South Africa (WOSA), echoed this sentiment: “ProWein is the most important trade fair for our South African producers – primarily due to its great global relevance. ProWein gives us the opportunity to come into contact with all key contacts from throughout the world. This was also confirmed again this year.”

Monika Reule, Managing Director at the German Wine Institute (**DWI**) explains: “ProWein has once again shown that it is the world’s leading wine trade fair. Receiving special praise was the quality of the national and international trade visitors.”

Programme of Supporting Events

Once again this year ProWein was accompanied by a varied supporting programme. Over 300 events were on offer either at the exhibitors’ stands themselves or at the central ProWein Forum. Added to this were other tasting opportunities – for instance, in the Champagne Lounge or at the MUNDUS VINI selection. Now in its second edition the "same but different" special show showcased new and unusual paths in wine production or marketing. In the FIZZZ Lounge light yet also very tasty Shim Cocktails were mixed



and presented as new trend drinks. Here, too, visitors gave top marks and proved extremely satisfied with the line-up at ProWein.

ProWein goes City

After the fair closed for the evening all wine friends were also catered to fully in and around Düsseldorf. The ProWein goes City feature celebrated its 10th anniversary attracting visitors with its many exciting events. Whether wine menus, cookery course, bottle parties or art exhibitions – there was something for all wine lovers here.

ProWein Worldwide

Immediately following ProWein in Düsseldorf is the premiere of ProWine Asia from 12 to 15 April 2016 in Singapore. Now in its fourth edition ProWine China in Shanghai will run from 7 to 9 November 2016. The next ProWein in Düsseldorf will be held from 19 to 21 March 2017. And the dates for ProWein 2018 have already been fixed, running in Düsseldorf from 18 to 20 March 2018.

All information on ProWein can be found online www.prowein.de. High-resolution visuals can be found on our photo database in the "Press Service" section at www.prowein.de.

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Exhibitor Response to ProWein 2016

Monika Reule, Managing Director of the German Wine Institute (Deutsches Weininstitut – DWI): "From German exhibitors' point of view this year's ProWein went very successfully. It has once again shown that it is the world's leading wine trade fair. Receiving special praise was the quality of the national and international trade visitors. The 2015 vintage has very much met the great expectations surrounding it in every respect. White wines from German winegrowing regions at the focus of the presentation were particularly fruity, complex and very harmonious. These offer extremely good value for money and so boast the very best prerequisites to strengthen and develop our market position at home and abroad this year."

Fernando Pavón, Export Director Emiliana/Chile: "This year's ProWein has been a tremendous success for us! We have been able to extend our presence in Europe as well as to gain new customers from Canada and US. Our organic sparkling wine Emiliana, that we tested here one year ago, has been received very well. ProWein is the best platform to launch new products, as it is very professional and b2b-focussed."

Antje Kreikenbaum, Managing Director of Herdade dos Lagos/Portugal: "ProWein is the most important exhibition, if you want to acquire new customers. We have build relationships from Japan to Canada, due to our presence here. One reason is having two gold medal wines at the Mundos Vini tasting zone, which makes customers cross three halls till they get to us. The other is for sure our specialization on vegan wines, which shows up to be a rising trend."

Jan Rock, Director of Corporate Communications, Henkell & Co./Germany: "ProWein has developed into the most important international wine trade fair and even though it didn't become too big. It is a wonderful platform to communicate new offers and trends. One trend goes to premium quality, which benefits our Fürst von Metternich line."

Mireia Prim, Brand Ambassador, Torres/Spanien: "ProWein has become the most important trade fair for us. We meet importers from the whole world. They all come very good prepared, so that we take full advantage of the three days here. We also use ProWein to detect new trends, like f.ex. the increasing demand for non-alcoholic wines, of which we now can offer three different ones."



Visitor interviews ProWein 2016

"At ProWein you get endlessly inspired", enthuses Christa Busch from Germany. As store owner she appreciates a.o. the big range of French rose wines. "I highly recommend to come to ProWein! It is the place to be, when you want to improve your sense of taste!"

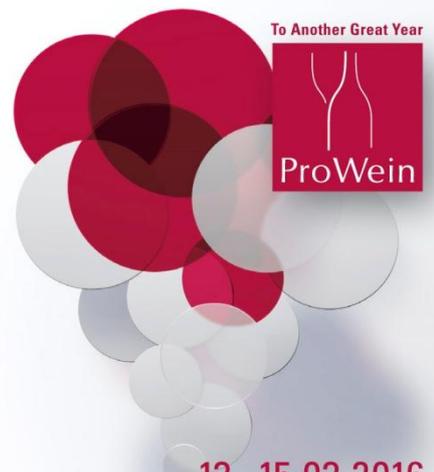
Koffikan Kouadio works for a hotel in Bonn/Germany and wants to know, "which wine is the ideal companion to which dish. ProWein is the best opportunity to taste wines from all over the world and develop expertise in it."

Dr. Elena Bonicelli from Italy works for a human resource agency specialized in the wine sector. She came to ProWein to find potential new Italian customers. "It is worth coming here, because you have a much more business oriented fair, which is very well organized and growing every year!"

Gonçalo Melo from Portugal is at ProWein for his first time. "I am here to taste and buy new wines from East Europe, South Africa and Australia. I am quite impressed, it is one of the best fairs I've ever seen!"

French winemaker François Delhon comes to ProWein since he was a kid, accompanying his father's business. Now he visits it as a distributor. "It is definitely the biggest wine fair in the world and in my opinion better than Vinexpo. Just great to taste the whole world in one place!"

Alejandro Perez from Spain visits ProWein for the first time and is really delighted: "ProWein is great in terms of organization, international visitors, numbers of exhibitors and access to the fair and the city center with public transportation. Furthermore, it has a cool website where one can find the needed information right away. I'll definitely come back!"



To Another Great Year
ProWein

13.-15.03.2016

International Trade Fair for Wines and Spirits

Düsseldorf, Germany

www.prowein.com

