

ProWein 2016

Exhibitors total	6.257	Net space total (sqm)	68.232
Exhibitors Germany	983	Net space Germany	18.777
Exhibitors other countries	5.274	Net space other countries	49.455
Number of countries	59	TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>			
Visitor data from registry:			
Visitors total	55.729	The Netherlands	13%
From Europe	91%	France	8%
- Germany	51%	Belgium	7%
- Other Europe	40%	Italy	6%
From Non-European countries	9%	Great Britain	5%
- America	5%	USA	5%
- Asia	3%	Spain	4%
- Australia/Oceania	1%	Austria	4%
- Africa	0%	Switzerland	4%
Number of countries	123	Canada	4%

966 accredited journalists from 35 countries



International Trade Fair
Wines and Spirits

Düsseldorf, Germany

13. - 15. March 2016

www.prowein.com

Preliminary data;
Subject to change
(G1-MF/März 2016)

Quality and structure of visitors

Based on the results of 1.046 interviews with visitors during ProWein 2016 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	29%
Sales, distribution	21%
Purchasing/procurement	14%
Marketing, advertising, PR	8%
Manufacture, production, quality control	6%
Research and development, design	3%
Other	10%

Occupational position	
Top-Management	62%
Middle-Management	11%
Low-Management	27%

Decision-making powers	
Decisively	41%
Contributory	25%
In an advisory capacity	17%
No influence	17%

Visitor structure features	
Private visitors	6%
Trade visitors	94%

Industrial sector*	
Specialist retailer for wine, sparkling wine, spirits	20%
Other retail	8%
Import, Export	12%
Wholesaler for wine, sparkling wine, spirits	10%
Other Wholesale	3%

Industrial sector*	
Restaurant, inn, cafe, bar	8%
Hotels	4%
Other gastronomy	2%
Other servicees	6%
Processing industry (Wine yards, production, accessories)	11%
Other	7%

Interest in product ranges	
<i>(Several answers possible)</i>	
German wines	49%
Italian wines	41%
French wines	37%
Spanish wines	30%
Austrian wines	20%
New Zealand wines	17%
Portuguese wines	17%
South African wines	17%
Californian wines	15%
Chilean wines	14%
Australian wines	14%
Argentinean wines	13%
Greek wines	6%
Canadian wines	6%
Hungarian wines	6%
Swiss wines	5%
Bulgarian wines	4%
Slovene wines	4%
Romanian wines	4%
Brazilian wines	3%
Uruguayan wines	3%
Chinese wines	3%
Other european wines	9%
Other non-european wines	6%

Further interest in product ranges	
<i>(Several answers possible)</i>	
Spirits	21%
Champagne	21%
Sparkling wines	17%
Bio-wines	15%
Accessories	10%
Services	6%
Mineral water	4%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	38%
Contact to existing suppliers and business partners	37%
Search for new suppliers and business partners	31%
Preparation of purchase decision	16%
Purchase/Order	15%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	68%

Overall assessment	
Satisfied	98%

Recommendation	
Yes	97%

*Difference to 100% = Pupil, student, not gainfully employed (9%)



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