

ProWein 2017

Exhibitors total	6,615	Net space total (sqm)	71,861
Exhibitors Germany	988	Net space Germany	20,387
Exhibitors other countries	5,627	Net space other countries	51,474
Number of countries	62		

Visitor data from registry:

Visitors total	58,502	Visitor data from registry:	
From Europe	90%	TOP 10 visitor countries	
- Germany	49%	<i>(Basis: all foreign visitors)</i>	
- Other Europe	41%	Netherland	12%
From Non-European countries	10%	France	8%
- America	6%	Belgium	7%
- Asia	3%	Italy	6%
- Australia/Oceania	1%	USA	5%
- Africa	0%	Great Britain	5%
Number of countries	131	Spain	4%
		Austria	4%
		Switzerland	4%
		Denmark	3%

1,094 accredited journalists from 44 countries



International Trade Fair
Wines and Spirits

Dusseldorf, Germany

19. - 21. March 2017

www.prowein.com

Preliminary data;
Subject to change

(G1-MF/March 2017)

Quality and structure of trade visitors

Based on the results of 934 interviews with trade visitors (95%) during ProWein 2017 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	35%
Sales, distribution	20%
Purchasing/procurement	15%
Marketing, advertising, PR	9%
Manufacture, production, quality control	5%
Other	9%

Decision-making powers	
Decisively	38%
Contributory	25%
In an advisory capacity	21%
No influence	16%

Industrial sector*	
Specialist retail for wines, sparkling wines, spirits	18%
Other retail	11%
Import, Export	12%
Wholesale trade in wine, sparkling wine and spirits	9%
Other wholesalers/exporters	4%
Restaurant, inn, cafe, bar	11%
Hotels	5%
Other gastronomy	2%
Other services	6%
Processing industry (Viticulture, production and accessories)	12%
Other	3%

Occupational status	
Top-Management	60%
Middle-Management	14%
Low-Management	26%

Interest in product ranges <i>(Several answers possible)</i>	
German wines	51%
Italian wines	42%
French wines	40%
Spanish wines	32%
New Zealand wines	18%
Austrian wines	18%
Portuguese wines	17%
Australian wines	17%
South African wines	16%
Californian wines	16%
Chilean wines	15%
Argentinean wines	14%
Greek wines	7%
Canadian wines	7%
Hungarian wines	4%
Uruguayan wines	4%
Brazilian wines	4%
Swiss wines	4%
Romanian wines	4%
Chinese wines	4%
Slovene wines	4%
Bulgarian wines	3%
Other european wines	8%
Other non-european wines	5%

Further interest in product ranges <i>(Several answers possible)</i>	
Spirits	25%
Champagne	23%
Sparkling wines	20%
Organic-wines	15%
Accessories	8%
Services	6%
Mineral water	4%

Reasons for visit <i>(Several answers possible)</i>	
new developments/trends	26%
Contact with existing suppliers and business partners	26%
identifying new suppliers and business partners	24%
initiating purchase decisions	12%
Purchase/Order	10%

New suppliers were found	
Yes	54%

Overall assessment	
Satisfied	98%

Recommendation	
Yes	98%

*Difference to 100% = Pupil, student, not gainfully employed (7%)



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