

**Back to business: ProWein 2022 kicks off with exhibitors' online application**

Preparations for ProWein – the world's biggest and most relevant trade fair for wines and spirits registering 6,900 exhibitors from 64 countries and 61,500 visitors from 143 nations at its latest event – have commenced. ProWein 2022 will kick off in early May with online applications. Exhibitors will be able to apply by late June at this link ([www.prowein.de/1330](http://www.prowein.de/1330) and/or [www.prowein.de/2330](http://www.prowein.de/2330) in English). Applications for the trend show “same but different” will be accepted separately from the end of May. “Our focus is very clearly on looking forward, going back to business. After all, physical events with real tastings and personal networking are indispensable to the international wines and spirits industry,” underlines Bastian Mingers, Project Director of ProWein, and adds: “Digital formats such as online tastings or virtual panel discussions are important building blocks but cannot replace the real thing – trade fairs. This has been an unmistakable statement made by our partners and exhibitors from throughout the world. In the interest of the industry we will look to blended events with a combination of physical and virtual formats while falling back on the experience we have gathered over the past few years. In this extraordinary year we will, for instance, open our international database with our Matchmaking Tool earlier than usual so as to bring exhibitors and visitors together most efficiently.”

The hall concept with its clear segmentation according to product ranges and groups will also be developed further.



**27-29 March 2022**  
**Düsseldorf, Germany**  
THE WORLD'S NO. 1  
International Trade Fair  
for Wines and Spirits.  
[www.prowein.com](http://www.prowein.com)



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Accordingly, the hall layout at ProWein 2022 will be as follows:

Hall 9: New World

Hall 10: Spain

Halls 11 and 12: France

Hall 12: Spirits

Halls 13 and 14: Germany

Hall 13: Organic Wines/Packaging

Hall 15: Italy

Hall 16: Italy and Europe

Hall 17: Austria and Greece

Hall 7.0: “same but different” (separate applications possible upon request – the official start will be from late May 2021)

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The ProWein Forums with their high-calibre programme will again be the centre of attraction for wine and spirits professionals offering highlights galore.

Should you have any queries please feel free to contact the ProWein Team.

The specific contact persons for the individual product themes and groups are:

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### **ProWein World: Outlook for 2021 & 2022**

ProWine Hong Kong in September 2021 will be followed by ProWine Sao Paulo as the next event in the ProWein family. It will be held





from 5 to 7 October 2021. After its success in mainland China ProWine Shanghai will return to the Shanghai New International Expo Center from 9 to 11 November. ProWein 2022 will be held in Düsseldorf from 27 to 29 March 2022 followed by ProWine Singapore from 10 to 13 May 2022.

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Note for editors:

For high-resolution visuals go to our photo database under "Press Service" at [www.prowein.de/1200](http://www.prowein.de/1200).

Read more about ProWein at [www.prowein.com](http://www.prowein.com)

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