



ProWein 2022 – Press Release No. 5 / September 2021

Tailwinds for ProWein 2022:

Successful physical event ensured by the legal framework set by the current Covid-19 Protection Ordinance

- **VRT-rule & registration make tastings possible**
- **Three additional halls provide more space**

The outlook for ProWein 2022, the world's biggest and most relevant trade fair for wines and spirits in Düsseldorf, is promising – in every respect. Preparations are in full swing, the market is eagerly awaiting ProWein from 27 to 29 March 2022 as the first physical event held for two years. Additional tailwinds for ProWein come care of the current, recently adopted Covid-19 Protection Ordinance. This new Ordinance (last updated in August 2021) provides the legal framework and prerequisites for holding a trade fair that proves successful for both exhibitors and visitors.

“Over the past few weeks our planning – such as stand space allocation for exhibitors, the organisation of tastings, limitation of visitor numbers, aisle width or a possible registration for tastings – was primarily determined by a very restrictive Covid-19 Protection Ordinance,” explains Michael Degen, Executive Director of ProWein, and goes on to say: “Now we can finally get down to the concrete planning and organisation in the interest of the sector.”

What does this mean for exhibitors and visitors? ProWein 2022 will be extended to include three more halls – taking it up to 13 halls. This allows the aisles between stands to be widened from four to six metres (so far three metres) and ensures the 1.5 m distancing rule can be observed. “To avoid misunderstandings from the outset: the rented exhibition space will not enlarge – we are only making three additional halls available. At the end of the day it's like in a vineyard where the distance between the individual rows would be increased to improve ventilation of the vines”

27 – 29 March 2022
Düsseldorf, Germany
THE WORLD'S NO. 1
International Trade Fair
for Wines and Spirits.
www.prowein.com

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explains Michael Degen. “With this move we strike the necessary balance between pandemic-related minimum distances and a sufficiently high attendance figure – thereby laying the foundation for a successful trade fair: many contacts and leads for our exhibitors.”

Essentially the structure of ProWein will then look as follows:

Halls 1, 4 and 5: Germany

Hall 5: Austria and Europe

Hall 7.0: same but different

Halls 9 to 11: France

Hall 11: Europe and spirits

Hall 12: Overseas

Hall 13: Portugal

Halls 13 and 14: Spain

Hall 15: Europe

Halls 15 to 17: Italy

Hall 17: Europe

Another benefit comes care of the current Covid-19 Protection Ordinance: tastings can be organised easily and without any red tape, registration is no longer required at each stand. Tastings are possible at assigned places. Even tastings at the stand peripheries are permitted subject to compliance with specific rules. To put it in a nutshell: registration and compliance with the VRT-rule (Vaccinated, Recovered, Tested) ensures smooth holding of ProWein 2022.

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