



ProWein 2020 in High Demand

Strong Exhibitor Response to Online Registration

ProWein 2019 has scarcely drawn to a successful close and initial preparations have already started for the next edition in Düsseldorf in March 2020. Since April all exhibitors have been able to register online at www.prowein.de. Numerous producers from all over the world have already made use of this possibility so that the forthcoming edition of ProWein will also more than live up to its reputation as the most important platform for the international wine and spirits industry once again. In particular, it is the fixed dates in mid-March and the trade fair location Düsseldorf that ensure the industry finds second-to-none conditions for their business at ProWein. For 25 years now the Düsseldorf trade fair has been the fixture for discovering new wines, making contacts and exchanging experiences. The results posted by this year's anniversary event provided impressive proof of this once again: more than 6,900 exhibitors from 64 nations were represented here showcasing wines from all relevant growing regions as well as extraordinary spirits. This unique range is leveraged by over 61,500 trade visitors from throughout the world. Precisely because of its high international attendance and the strict B2B nature of the trade fair concept ProWein is the leading international trade fair for industry and indispensable to every professional.

ProWein World with ProWine Asia and ProWine China

Just as successful as ProWein in Düsseldorf are its satellite events in China and Asia. Recently, ProWine Asia successfully drew to a close in Hong Kong. It offered over 340 leading exhibitors from 28 countries and regions an outstanding bridgehead for expanding into Asia. At the same time, regional importers were able to source top-quality wines and spirits from around the globe. A total of 12,716

THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
15-17 March 2020
Düsseldorf, Germany
www.prowein.de
www.prowein.com

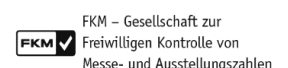
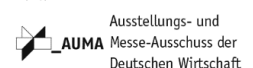


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trade visitors travelled to ProWine Asia 2019 in Hong Kong. 36% of all visitors came from abroad – predominantly from South China, Macau, Taiwan and Korea. The next trade fair in the ProWein portfolio is ProWine China. It will already be held for the seventh time now in Shanghai from 12 to 14 November 2019. At last year's event to the tune of 750 exhibitors from 39 nations met with 18,900 trade visitors. With its constantly growing dimensions ProWine China has become established as the leading trade fair on mainland China.

Note for Editors:

For high-resolution visuals go to our photo database in the "Press Service" area at <https://www.prowein.de/1200>.

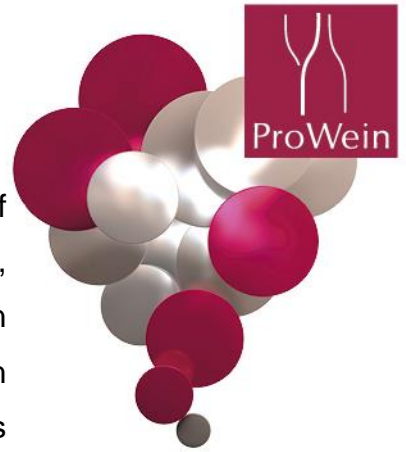
For more information on ProWein go to www.prowein.de, visit ProWine China at www.prowinechina.com and ProWine Asia at www.prowineasia.com.

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