

## ProWein 2026 – Press Release No. 1: 17 June 2025

15–17 March 2026  
Düsseldorf, Germany  
International Trade Fair  
for Wines & Spirits

### **ProWein 2026: leveraging business opportunities with targeted precision**

→ [prowein.com](https://prowein.com)

The world is in transition – bringing massive challenges also for the wine and spirits industry. Especially in times like these the sector needs clear direction. ProWein has succeeded in providing this guidance for over 30 years now – and will continue to do so with all its strength in future, too. Which is why all exhibitors should make sure to register for the forthcoming ProWein 2026 at [www.prowein.com/2330](https://www.prowein.com/2330)

### **Successful business – as effective as can be in Düsseldorf**

ProWein is unrivalled when it comes to initiating and concluding business deals on an international scale. Here the global Who's-Who of retailers meet with the key suppliers exhibiting from all over the world; from importers from North America to top-buyers from Asia to leading retail groups from Europe: anyone wishing to sell worldwide has to be present at ProWein. A key advantage: Germany is one of the most relevant import markets for wines and spirits throughout the world – and Düsseldorf is the gateway to it. Those succeeding here tap into one of the most attractive sales markets around.

### **More efficient, targeted, business-focused – the new hall layout**

In 2026 ProWein will kick off with a strategically improved hall layout. Now occupying Halls 1 to 7.0 it will provide sufficient exhibition space for the 4,000 exhibitors at ProWein. All exhibitors will benefit from increased visibility – and visitors from shorter distances and more coherent structures. The highly subscribed ProSpirits segment will occupy two complete halls in future – a clear signal for the market.



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## Business first thanks to strong VIP Buyer Programme

No show time, no frills – ProWein is and remains the world’s leading business platform for wine and spirits. What counts here is business and those coming to ProWein are guaranteed to do just that. Düsseldorf does business like nowhere else. With a view to maximising business opportunities for exhibitors even further, ProWein is massively investing in its VIP Buyer Programme – by selectively and resolutely expanding it: high-calibre buyers, focused matchmaking formats, measurable added value.

The next ProWein will be held in Düsseldorf from 15 to 17 March 2026. Exhibitors can register as from now. For more information go to [www.prowein.com](https://www.prowein.com).

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