



## **A Platform for Industry Excellence: ProWine Singapore 2024**

*Sets New Records, Showcasing Global Excellence in Wines and Spirits*

ProWine Singapore 2024, the region's leading trade fair for wines and spirits, concluded this year's edition with record-breaking visitorship of 14,097, a significant increase of approximately 40% compared to the 2022 edition, reaffirming ProWine Singapore's position as the leading platform for the wine and spirits industry in the region.

### **Diverse and High-Quality Visitors**

Spanning a showfloor of over 1,600 sqm, the four-day event welcomed a diverse mix of local and international visitors, with around 65% of attendees coming from Singapore and 35% from overseas. Among the attendees were industry professionals, business owners, and enthusiasts eager to explore the wide range of offerings presented by over 200 exhibitors from around the world. ProWine Singapore 2024 also featured seven national pavilions and country groups, including first-timers Germany and Ireland, as well as France, and the largest representation from Spain featuring three Spanish provinces - Catalonia, Castile and Leon, and Utiel Requena of Valencia Province - and Singapore.

Daryl Lim, Director of TWT Beverages and visitor of ProWine Singapore 2024, highlighted the value of the event for businesses like his: "I come to ProWine Singapore every edition to find new suppliers for my wine and spirits business. This year, the variety of exhibitors exceeded my expectations, and I have already made valuable connections that will help grow my business."

### **National Pavilions, country groups and Exhibitor Diversity**

Exhibitors at ProWine Singapore 2024 also expressed their satisfaction with the significant number of diverse, high-quality visitors, emphasising the valuable networking opportunities with regional importers, distributors, and trade visitors. Attendees hailed from various countries, including Malaysia, Thailand, Vietnam, Indonesia, and the Philippines, reflecting the event's regional importance.

The range of exhibitors and countries on the show floor underscores Singapore's commitment to fostering diversity in the wine and spirits industry. Participants came from 27 nations, including Australia, Armenia, China, Italy, Kazakhstan, South Korea, Sweden, and Portugal. Renowned brands such as Cantine Sgarzi Luigi, Minelnico Organic Wines, Obstkeltera van Nahmen organic, Peter Mertes, Clonakilty Distillery, and Bobal San Juan were showcased, contributing to ProWine Singapore's international significance.

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Messe  
Düsseldorf

Messe Düsseldorf GmbH  
P.O. Box 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Phone +49 211 4560 01  
Fax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Board of Managing Directors:  
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County Court Düsseldorf HRB 63  
VAT ID number DE 119 360 948  
Tax ID number 105/5830/0663

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Ressa Anggraini, Export Manager at Pt Pulau Rempah Indonesia, expressed her excitement about participating in ProWine Singapore for the first time. She stated, "We attended ProWine in Düsseldorf earlier this year and are thrilled to continue our journey to be exhibiting at ProWine Singapore 2024. Our product, East Indies, pays homage to Indonesia's rich history of spice and adventure. Long known as the 'Spice Islands', we source some of the most exotic and flavoursome botanicals from across Indonesia to make our small batch of handmade distilled gins in Bali. Our goal is to put Indonesian spirits on the map, and we felt we achieved this from the excellent feedback we received at ProWine Singapore. We are actively seeking partners to expand our brand in the Asia-Pacific region, including Southeast Asia's cocktail hub Singapore, and ProWine Singapore has proved to be a great platform to do just that."

"We have met many industry professionals from Singapore and the region," said Dennis Bejedal, Founder & Master Distiller of Nordbotten Destilleri AB Sweden. "Singaporeans love the flavours of Sweden and appreciate the design of our packaging. ProWine Singapore has provided valuable opportunities to connect with the retail and hospitality sectors. We look forward to forging new relationships and partnerships."

### **New Zones and Programmes**

Beyond unveiling its diverse range of exhibitors, this year also included the inaugural ProWine Singapore Awards, as well as two new zones – ProWine Zero, presenting over 25 products of no and low-alcohol wines and spirits, and 16 exhibitors under the ProSpirits zone, which featured craft and artisanal spirits.

Rebecca Forwood, Director of Free Spirit, Singapore's largest distributor of no-and-low alcohol wine and spirits, emphasised the growing demand for alcohol-free drinks: "We have been working in the alcohol-free sector for four years now, and ProWine Singapore has been instrumental in helping us reach a wider audience. We have seen a lot of interest, especially visitors from neighbouring Malaysia, Indonesia, and the Philippines. We look forward to participating in ProWine Singapore in the coming years."

### **Exploring Industry Trends: Masterclasses**

The event also marked the return of its exceptional masterclass programme, allowing attendees to participate in a series of masterclasses led by esteemed Masters of Wine (MW) and industry experts, covering a wide range of topics. These masterclasses provided valuable insights into industry trends and innovations. Participants explored the versatility of Pinot Grigio, a popular white wine grape, delving into its various styles and characteristics. A masterclass on Japanese Craft Spirits introduced attendees to the unique flavours and production methods of Japanese spirits. Another session focused on Irish Spirits, providing an in-depth exploration of Ireland's diverse range of spirits and their rich cultural heritage.



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Discussions on the latest trends in the no- and low-alcohol beverage sector were led by Singapore's Andrew Pang of Bar Spectre and Stefanie Goh of Distilled LLP, both offering deep insights into these rapidly growing industry segments. Another well-attended session was by industry stalwart Patrick Sng, CEO of One Minor Group, who shared expert insights and strategies for the wine and spirits trade. According to Sng, "it was an excellent platform for industry players wanting to feel the pulse of the market dynamics and to exchange ideas to share expert insights of the wine and spirits industry trends. I was delighted to contribute both in the technical aspects as well as commercial insights in providing a comprehensive and balanced viewpoint."

Attendees also had the opportunity to explore strategies for reducing waste and promoting sustainability in the wine and spirits industry in a masterclass on Circular Economy and Sustainability.

For Sacha Venus, Chef and Entrepreneur at Bread(ed) Singapore, attendee of the tasting session on non-alcoholic wines led by Amanda Thomson, Founder of NoughtyAF – the world's first premium non-alcoholic wine portfolio, "it was an invigorating session, as a chef and food ambassador and one who promotes sustainability, it was a pleasure for me to taste a plethora of alcohol-free wines and champagne. It inspired a list of probable food pairings and I look forward to exploring the opportunities. Each of the wine(s) had a different, note, flavour and texture. A delight to the senses."

### ProWine Singapore Awards 2024

Another highlight this year was the inaugural ProWine Singapore Awards 2024. The awards encompassed three foundational pillars—education and training, experience and engagement, and trade. Spanning nine distinct categories the Awards honoured innovation, expertise, and commitment within the global wine and spirits community. The panel of judges included renowned Singapore drinks journalist, Nimmi Malhotra, Edward Ching, and Daniel Goh; Jessie Khoo-Gan, General Manager of Dao by Dorsett AMTD Singapore in Shenton Way; Ang Shih-Huei, Board member of Sentosa Development Corporation, and Master of Wines Jonas Tofterup.

Winners included **The Beverage Clique Academy for The Best Wine & Spirits Education Programme** and **Howard Chang Tse Hao for the Best Emerging Wine and Spirits Talent**. **67 Pall Mall** walked away with two awards including **Best Wine & Spirits Establishment** as well as **Best in Glass Wine & Spirits List**. Future-forward sustainable bar **FURA** cinched the **Best Emerging Wine & Spirits Establishment** title. Meanwhile, **ASAP & CO**, a halal-Muslim steakhouse at Telok Ayer, won the **Best No-Lo Beverage List**.

Among this year's winners was Makoto-Ya, a leading importer, exporter, and wholesaler of Japanese food and beverage products, who was ranked in the "Top 10 Wine and Spirits Importer" award.



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"We are deeply grateful to ProWine Singapore for this prestigious award. Over the past two years, we have worked tirelessly to establish ourselves in the industry, and this recognition validates our commitment to excellence. As the leading distributor of Japanese food & beverages, winning the Top 10 Wine and Spirits Importer Award is a testament to our capabilities and dedication. ProWine Singapore has provided us with an exceptional platform to showcase our offerings and expand our reach. This award is not just an acknowledgement of our strength but also highlights our ability to bring the essence of Japan to the rest of the region.", said Stephanie Ng, Head of Marketing and Business Development Makoto-Ya Singapore.

In another Awards ceremony which also took place during the exhibition, ProWine Singapore in collaboration with the drinks business Asia recognised two drinks companies for their outstanding work in sustainability and their pioneering eco-conscious ways of doing business. 'Celebration of Sustainability' were awarded to exhibitors Bobal de San Juan from Spain and ClonaKilty Distillery from Ireland.

The next edition of ProWine Singapore is scheduled to take place from 21-24 April 2026, at the Singapore Expo.

Please download the press kit [here](#).

**-END-**

### **About ProWine Singapore**

As part of the ProWine World Series of leading wines and spirits trade fairs under the Messe Düsseldorf group, ProWine Singapore is Southeast Asia's flagship event jointly organised by Messe Düsseldorf Asia and Informa Markets. A pivotal B2B marketplace connecting international wine and spirits producers and distributors with the hospitality sector, retailers, and industry professionals, the specialist trade fair facilitates market expansion opportunities, showcases diverse labels and products, and offers educational and learning opportunities to the dynamic Southeast Asian market. For more information, go to: [www.prowine-singapore.com](http://www.prowine-singapore.com) | Follow ProWine Singapore here: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Youtube](#)

### **About FHA-Food & Beverage (co-located with ProWine Singapore)**

The platform of choice for industry professionals, including distributors, importers, manufacturers, and retailers from Asia to see and source for high quality, new-to-market drinks, fresh produce, services across these key profiles – Food & Beverage and Food Technology. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 70 countries and regions.

For more information, please visit <https://fhafnb.com/> Socials: [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#) | [FHA Insider – #FHA](#)

### **About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia's diverse portfolio includes sectors such as medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit [mda.messe-dusseldorf.com](http://mda.messe-dusseldorf.com)

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Christiane Schorn | [schornc@messe-duesseldorf.de](mailto:schornc@messe-duesseldorf.de) | +49 211 4560 991  
Zarina A Muhammad | [zarina@mda.com.sg](mailto:zarina@mda.com.sg) | +65 6332 9624  
Syaza Koh | [syaza@mda.com.sg](mailto:syaza@mda.com.sg) | +65 6332 9648  
Katie Boon | [katie@accela.asia](mailto:katie@accela.asia) | +65 9456 4956  
Tatyana Kromli | [tatyana@accela.asia](mailto:tatyana@accela.asia) | +65 83131938



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