Internationally unrivalled, unique and professional – that’s how ProWein aims to present itself to visitors of the 2020 event. Numerous visitors from all four corners of the earth have the same opinion of the wine industry’s number 1 trade fair.

This enthusiasm is no coincidence. Our passion for perfect organisation and for the actual products has been a prerequisite for the sustained success of ProWein for over 25 years. But above all, this passion is down to the fantastic exhibitors and visitors who bring ideas from all over the world.

Be there in 2020. Welcome to Düsseldorf. 
Welcome to ProWein!

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A record number of visitors at ProWein 2019
61,500 trade visitors from 142 countries.

Source: ProWein 2019
Exhibitors and visitors alike play an essential role in the global success of ProWein. They see the fair as the basis for the success of their business deals. They learn about international trends at the various fringe events and get inspiration for their market success. Together, they make ProWein what it is: by far the greatest international marketplace for wines and spirits.

The international nature of ProWein has always been crucial. After all, the industry has been dominated by fast-growing, international businesses for years. With exhibitors from 64 countries, ProWein offers the only consistent answer to this challenge – an unprecedented overview of products from all over the world.

**PROWEIN IN NUMBERS**
- 6,900 exhibitors
- 64 exhibiting countries
- 61,500 trade visitors
- 142 visitor countries

Source: ProWein 2019
EXPERTISE FOR YOUR MARKET SUCCESS.

ProWein is a typical “Made in Germany” trade fair. All over the world, people trust in this quality mark. ProWein is no exception. We do everything we can to make your visit a successful business trip. In other words, you can take care of your agenda, while we ensure that you can work comfortably.

We do it all with the passion of an attentive host. For example, with a framework programme that helps you to identify trends and effectively plan your business, a hall layout that guides you through the world of wines, and a model technical infrastructure.

We know that “good organisational ability” does not sound very emotive. But whatever you call it, every ProWein event stirs up real emotion in our visitors – namely enthusiasm. That’s why an impressive 97% of them would recommend a visit to ProWein. You should follow this recommendation!

What makes ProWein unique:

- Clear trade fair concept
- The world’s largest international offering
- Perfectly organised, and easily accessible – thanks to excellent infrastructure
The special events and seminars are real gems in ProWein’s treasure trove. They include numerous information events focussing on the international trends of the industry. This is typical of a market leader in terms of internationality!

“Organic Wines” gives you an insight into the skills of the most important industry associations, and naturally presents a first-class selection of organic wines. (Hall 13)

40 establishments will exhibit more than 60 varieties in the Champagne Lounge, and another 150 brands will be in the immediate vicinity. This would be rare even in the Champagne region itself. (Hall 12)

The ProWein Forum conveys unique knowledge. Tastings and oenological seminars by exhibitors examine trends and the latest research results. (Halls 10 and 13)

With a range of the biggest stars of the International Wine Award, the Tasting Area by MUNDUS VINI provides a comprehensive overview of the wine world’s top products. (Hall 17)

With the special event “same but different”, ProWein has created a forum for producers of craft spirits, craft beer and cider. Unconventional producers present their products in Hall 7.0. Expert talks round off the programme. In the BAR, bartenders inspire visitors with extraordinary cocktails.
Visitors praise ProWein for its unique trade fair concept and international offering. We place the utmost value on this “flawless business-to-business concept”! These criteria therefore ensure that the trade fair is intended exclusively for professionals from the trade, catering and hotel industries. This creates a perfect basis for your business.
ProWein’s programme is without precedent worldwide. Over 6,900 exhibitors from 64 countries display their products in Düsseldorf. Every year, we face new challenges, but as experienced No.1 exhibition organisers, we know how to tackle them. The nine halls are clearly arranged according to cultivation countries and regions, and a clear structure offers easy orientation.

AROUND THE WORLD IN NINE HALLS.

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The ProWein Matchmaking is a great way to quickly find new contacts! You can use it to find exhibitors which perfectly correspond to your requirements. Simply register at www.prowein.com/matchmaking to become a member of the Matchmaking Community, and to benefit from the advantages:

- Targeted development of contacts
- Appointment and meeting scheduling
- Personal contact recommendations, based on your interests
- The tool uses your interactions to make more precise contact recommendations

Our useful tools, which can be accessed at www.prowein.com/visit, can also help you to prepare for your visit to the trade fair:

- Overview – ticket sales, hotel search and all basic information at a glance
- Export guide – clear information: who exports where?
- My Organizer – your personal trade fair schedule
- ProWein app – the entire list of exhibitors with product search
- Newsflash – the latest developments around the ProWein trade fair
- Social media – in direct dialogue with you
- ProWein magazine – interesting reports on regions, developments and markets
No one gets to ProWein faster than with an eTicket. But the time advantage is not the only benefit. **Those who book online save hard cash.** The eTicket is offered at an economical advance booking rate.

Visitors travel free of charge beginning on the first day of the trade fair by using public transportation (VRR in price level D, Region South; Deutsche Bahn in 2nd class trains without a surcharge). You also get directly into the trade fair without waiting at the ticket counter.

After their initial registration, visitors will automatically receive by February in subsequent years their personal login data for purchasing an eTicket directly.

Not yet registered? No worries. Visit [www.prowein.com/ticket2](http://www.prowein.com/ticket2) to register and receive your personal login data for purchasing an eTicket in the online shop.

**THE eTICKET SAVES TIME. AND MONEY.**

Order your eTicket at [www.prowein.com/ticket2](http://www.prowein.com/ticket2)

Our online shop will be open from November 2019.
After a successful day at the fair, look forward to a visit to a varied and lively city. The nightlife options in Düsseldorf are pleasingly diverse. In the Old Town, Düsseldorf’s gastronomy hub, hundreds of bars and pubs are in walking distance of one another. The selection ranges from brewery bars to exclusive clubs. High-quality gastronomy and unique event locations are scattered around the city. Enjoy an ideal end to your day with an unforgettable culinary experience.

Incidentally, all major destinations in the trade fair host city of Düsseldorf can be reached by public transport in about a quarter of an hour. This also applies to the train station or the airport if you have to leave Düsseldorf after your visit to the fair.

PROWEIN GOES CITY.

Success at the trade fair doesn’t have to end at 6 p.m. Under the programmatic title “ProWein goes City”, the trade fair has expanded its sphere of activities to a number of locations in the city. Here and at numerous evening events, you can choose between tastings, high-quality set tasting meals and bottle parties in a relaxed atmosphere. The events provide the right setting for informal exchanges and new discoveries. See www.prowein-goes-city.de for details.
FACTS & FIGURES

Time and place
Dates: 15 - 17 March 2020
Opening hours: daily from 9 a.m. to 6 p.m.
Halls: 7.0, 9 - 17
Düsseldorf Trade Fair Centre
Entrances: North, Hall 17 and East

Tickets and catalogue
Day ticket:
• At the door: €50.00
• Online advance booking: €35.00
• Online advance booking, incl. catalogue: €58.00

Season ticket:
• At the door: €75.00
• Online advance booking: €60.00
• Online advance booking, incl. catalogue: €83.00

Catalogue:
• At the venue: €30.00

Online advance booking: www.prowein.com/ticket2

TICKET TO THE WORLD

10 - 12 November 2020
Shanghai

15 - 17 March 2020
Düsseldorf, Germany

31 March - 3 April 2020
Singapore

18 - 21 May 2021
Hong Kong

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