

To Another Great Year



ProWein

The World's No.1:

International Trade Fair for
Wines and Spirits

19-21 March 2017

Düsseldorf, Germany www.prowein.com

GB For trade visitors only



Messe
Düsseldorf



ONLY IN DÜSSELDORF WILL YOU FIND THE ENTIRE WORLD

You would have to travel long and far to get an overview like this of the industry: More than 6,000 exhibitors from around 60 countries make ProWein the largest trade fair for wines and spirits in the world. That means you establish many more contacts. Welcome to ProWein in Düsseldorf!



TRUE POTENTIAL, UNLIMITED VARIETY

The exhibitors of ProWein 2017 welcome you with wines from all of the important winegrowing regions, with sparkling wines, leading grape varieties, tried and tested classic wines and many more. All of the international, relevant organic associations are represented and provide information on their products. In addition, at ProWein you will find an unrivalled selection of exquisite spirits.

PROWEIN IN NUMBERS

- 6,257 exhibitors
- 59 exhibiting countries
- 55,729 trade visitors
- 123 visitor countries

Source: ProWein 2016

98%
of the trade visitors were
satisfied with ProWein.





THE PERFECT PLAN FOR YOUR TRADE FAIR VISIT

Over three days, exhibitors and winegrowers present their comprehensive portfolio in nine clearly arranged halls. Thanks to the ideal hall structure according to countries, orientation is still rather easy, despite the enormous range on offer.

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| ■ Overseas | ■ Spirits |
| ■ Greece | ○ ProWein Forum I |
| ■ Spain | ○ ProWein Forum II |
| ■ Portugal | ▨ Tasting Area |
| ■ France | by MUNDUS VINI |
| ■ Germany | ● SAME but different |
| ■ Italy | ● Champagne Lounge |
| ■ Europe | ● Packaging & Design |
| ■ Austria | |

FULL PROGRAMME OF NEW INSPIRATIONS AND TRENDS

More than 500 events during the run of ProWein offer visitors an inexhaustible source of inspiration for their business. Of course, the exhibitors contribute substantially with their specialist lectures, seminars and tastings. In addition, numerous tasting areas attract the visitors focusing on wines from all over the world, some of which have multiple awards.

Furthermore, there is a series of special shows rounding off the exhibitors' range on offer:

- The focal point of the Champagne area is the Champagne Lounge with its 40 traditional Champagne estates and more than 60 types of Champagne. A further 150 brands are also represented here.
- ProWein Forum: Special tastings, special schoolings and oenological seminars are given by the exhibitors at the central presentation areas in halls 10 and 13.
- FIZZZ Lounge: In Hall 12, visitors can get inspired by numerous cocktail innovations.
- SAME but different: Innovative marketing methods are in the limelight here.
- Packaging & Design: Packaging innovations are presented in Hall 13.



FOCUSSED ON WHAT IS IMPORTANT: TRADE VISITORS AND DOING BUSINESS

ProWein's trade visitor concept ensures that professionals are all together and can concentrate on trading activities without being disturbed. Strict visitor control policy ensures that this trade fair is reserved for specialists from trade, gastronomy and hotel business.

The visitors from these respective sectors are represented by top personnel, as is shown by the regular visitor surveys. Almost 70% of the German trade visitors belong to top and middle management. With regard to foreign visitors, it is even over 80%.

Thus, it is hardly surprising that ProWein is a "trade fair for decision makers". For, as managers, around 60% of the German and international visitors contribute significantly to purchasing decisions. The exhibitors are more than satisfied with this visitor structure.



68%

of the non-German trade visitors found new suppliers at ProWein 2016.

THE SIMPLE WAY TO YOUR PRACTICAL eTICKET

By purchasing an eTicket in our online shop, our visitors receive a number of benefits:

- Reduced advance sale price
- No queues at the cash desks
- Free travel on VRR public transport (in price category D; Deutsche Bahn (German Railway) in supplement-free trains in 2nd class)

Already registered trade visitors will automatically receive their personal log-in data for the direct purchase of an eTicket by February 2017.

Not yet registered trade visitors first register at www.prowein.com/ticket2. You will then receive your personal log-in data for the purchase of an eTicket in the online shop.

USEFUL INFORMATION FOR YOUR TRADE FAIR PREPARATION

At www.prowein.com, you will find numerous tools and helpful addresses for your professional and individual trade fair planning. This allows you to specifically and efficiently prepare your visit to ProWein:

- ProWein overview
- Exhibitor and product search
- News
- MyOrganizer
- ProWein app
- Export guide
- Event programme

Order your eTicket
at www.prowein.com/ticket2

Our online shop is open
from November 2016.





Hotel and travel arrangements:
 Düsseldorf Marketing &
 Tourismus GmbH
 Tel.: +49 (0)211/17202-839
business.duesseldorf-tourismus.de/prowein

DÜSSELDORF – TRADE FAIR CITY OF INTERNATIONAL STANDING

They know their trade fair business in Düsseldorf. This is why trade fair visitors find a perfect infrastructure:

- Airport and main railway station close to the trade fair
- A large selection of hotels
- Quick access from the trade fair to the city

But Düsseldorf has so much more to offer to trade fair visitors. A world-renowned art scene, for example, or notable architecture. In addition, the “Kö” (Königsallee) with its luxury shops as well as many subsidiaries with international top brands make Düsseldorf a fashion and shopping city and give the city a cosmopolitan atmosphere.

PROWEIN GOES CITY

After the closing of the trade fair, a diversified evening programme in Düsseldorf awaits ProWein visitors with “ProWein goes city”. Numerous restaurants, hotels and wine shops offer events to do with wine: End your trade fair day with tastings, tasting menus, art events or Bottle Parties in a relaxed atmosphere.

ProWein
 goes city.

Details at
www.prowein-goes-city.de

FACTS & FIGURES

Time and location:

Date: 19–21 March 2017
Opening hours: Daily from 9 am to 6 pm
Halls: 9–17
Düsseldorf exhibition grounds
Entrance North, South II/Hall 17 and East

Tickets and catalogue:

Day ticket: 45 €
Day ticket in advance online: 30 €
Day ticket and catalogue in advance online: 43 €
Multi-day ticket: 70 €
Multi-day ticket in advance online: 55 €
Multi-day ticket and catalogue in advance online: 68 €
Catalogue: 20 €

Advance online sale:

www.prowein.com/ticket2

Catalogue:

You can order the catalogue plus postage and handling at:
A. Sutter Fair Business GmbH
Tel.: +49 (0)201/8316-228
Fax: +49 (0)201/8316-229
Email: katalogorder@sutter.de

Hotline:

+49 (0)211/4560-7613

TICKET TO THE WORLD

PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS.



08-11 May 2017
Hong Kong

24-27 April 2018
Singapore



19-21 March 2017
Düsseldorf, Germany



14-16 Nov 2017
Shanghai, China