



ProWein 2014: Best Mood at Anniversary

On its 20th anniversary ProWein 2014 not only transformed the exhibition centre but also the entire city of Düsseldorf into the international wine and spirits capital of the world. From 23 to 25 March 4,830 exhibitors from 47 countries and more than 48,000 international trade visitors met in the metropolis on the Rhine. Top notch activities and events accompanying the fair also contributed to spreading the exciting mood across the city.

Every year in March Düsseldorf becomes the centre and hub of the international wine and spirits sector – a fact impressively proven by ProWein 2014. 4,830 exhibitors from all relevant wine producing nations and regions of the world made an impressive appearance. The event also presented “newcomers” in the international wine business – like two Japanese wine estates showcasing their white wines made from the traditional Koshu grape variety in Düsseldorf for the first time. The unique international range once again attracted more trade visitors from both Germany and abroad to ProWein: with more than 48,000 visitors the trade fair posted a plus of 7% over last year (2013: 45,168). Their response to the fair was overwhelming: some 97% of the visitors polled said they had achieved their aims and were satisfied with the event. Commenting on this Hans Werner Reinhard, Deputy Managing Director at Messe Düsseldorf GmbH, said: “This year’s anniversary event adds one more chapter to ProWein’s success story. The mood in the exhibition halls was the best and the number of international trade visitors from retail and gastronomy has risen once again. ProWein is the worldwide leading trade fair in the sector – a trend show and order platform with international appeal.”

Messe Düsseldorf not only noted increased visitor numbers from key European markets but also from overseas. “The number of visitors from China and Hong Kong has doubled compared to ProWein 2013,” said Reinhard. “Here we are already seeing the successful synergy effects of ProWine China that celebrated its premiere in Shanghai last November.”

About a third of visitors came to ProWein for the very first time. Therewith, ProWein 2014 was not only the central platform for fostering and deepening

**International Trade Fair
Wine and Spirits**

23.-25.03.2014
Düsseldorf, Germany

www.prowein.com



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0)211/4560-01
InfoTel +49 (0)211/4560-900
Telefax +49 (0)211/4560-668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Messe-Center/Verwaltung

existing business links but also a hub for making new ones. Once again international wholesale, retail and specialist retail made up the largest group of visitors followed by experts from the restaurant and hotel industry. Over 70% of visitors are in managerial positions.

Satisfied Exhibitors

Visitors showed especially great interest in wines from Germany, Italy and France – also the countries with the largest country participations amongst exhibitors. Voicing suitably positive feedback was Monika Reule, Managing Director at the German Wine Institute (Deutsches Weininstitut – DWI), at the conclusion of this year’s ProWein: “The mood among exhibitors in the German hall this year was very good. Their wines were in great demand from the many trade visitors from home and abroad. In terms of the quality and professionalism of the trade audience, once again this year ProWein proved itself to be the most important wine fair in the world. In the 2013 vintage – whose white wines formed a particular focus in presentations – German producers showcased fresh, fruity and lean wines, as demanded by the market at present.”

Exhibitors in the other exhibition halls also proved extremely satisfied. For instance, James Gosper, General Manager of Market Development at Wine Australia said: “ProWein is a truly international show and the Australian wineries were very happy with this year’s event. They were able to do business with buyers from all over Europe – including a very large number from the UK – but also from overseas like Canada and the US.”

Varied Supporting Programme

Receiving top marks from visitors were the varied special shows and the comprehensive programme of events at ProWein 2014. It was not only the over 300 tastings and seminars at exhibitors’ stands and in the ProWein Forum that met with avid interest, the “Champagne Lounge” featuring over 60 types of Champagne and the central Tasting Zone (in cooperation with trade magazine Meininger Verlag with the motto “Premium Wines – Best Quality, Best Price”) were also well attended throughout. In the spirits segment the FIZZZ Lounge staged the “garden drinks” theme that combines spirits with fresh vegetable juices. Furthermore, the spirits segment at ProWein (with a total of some 400 exhibitors) featured a wide range of liqueurs, traditional brandies and international classics.

**International Trade Fair
Wine and Spirits**

23.-25.03.2014
Düsseldorf, Germany

www.prowein.com



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0)211/4560-01
InfoTel +49 (0)211/4560-9 00
Telefax +49 (0)211/4560-6 68
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

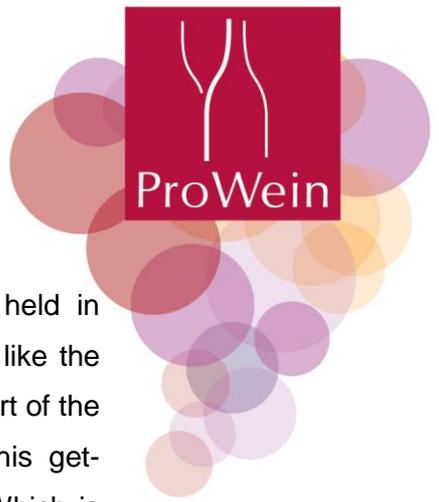
Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Messe-Center/Verwaltung



See you Soon in Düsseldorf and Shanghai

In addition to ProWein itself numerous top notch events are now held in conjunction with the fair outside the exhibition centre. Gala evenings like the presentation of the Meininger Award as well as the varied events as part of the “ProWein goes City” initiative contribute to the great success of this get-together of the international wine and spirits sector across the city. Which is why not just the organizer, but in fact the entire city of Düsseldorf is looking forward to the next edition of ProWein from 15 to 17 March 2015. Still this year – from 12 to 14 November 2014 – Messe Düsseldorf organizes ProWine China in Shanghai, in partnership with China International Exhibitions Ltd., a member of the Allworld Exhibitions network. And to give the international wine and spirits sector the ability to plan long term the dates for ProWein 2016 have also already been announced – to be held in Düsseldorf from 13 to 15 March 2016.

Press Contact:

Messe Düsseldorf GmbH, Press Office ProWein
Corinna Kuhn, Brigitte Küppers (Assistant)
Tel.: +49 (0)211/4560 –598/–929
KuhnC@messe-duesseldorf.de, KueppersB@messe-duesseldorf.de

+++++

Further Information at:

www.prowein.com or on the social networks
Facebook: www.facebook.com/ProWein.tradefair
Twitter: <https://twitter.com/ProWein>

**International Trade Fair
Wine and Spirits**

23.-25.03.2014
Düsseldorf, Germany

www.prowein.com



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0)211/4560-01
InfoTel +49 (0)211/4560-9 00
Telefax +49 (0)211/4560-6 68
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Messe-Center/Verwaltung