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# ProWein 2013

ProWein



International Trade Fair  
Wines and Spirits

Düsseldorf, Germany  
24.-26.3.2013

**Drinks**  
INTERNATIONAL

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A GUIDE TO THE MAJOR ANNUAL  
INTERNATIONAL WINE FAIR



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**P**roWein, the leading business-to-business exhibition in Düsseldorf, continues to confound sceptics. With the advent of the internet and web access to so much information, many have sounded the death knell of trade shows.

Messe Düsseldorf, which organises ProWein, has demonstrated that if you get the package right and offer people events and occasions where they can network, learn things and be exposed to new ideas and new people, they can and will break away from their offices, computers and emails.

ProWein, which this year takes place between March 24 and 26, started in 1994 with 321 exhibitors from eight countries. It registered 1,517 visitors. ProWein 2012 registered 40,667 visitors of which a significant 34% came from outside Germany. Exhibitor space aggregated to 43,342sq m, compared to 2,914sq m for 1994. The organisers have just announced that more than 4,400 exhibitors are expected at ProWein 2013.

To continue to build on this success and momentum, the organisers have added two halls to ProWein 2013. The new Halls 1 and 2 will house the New World and Portuguese wines. Hall 2 is also home to the Central Tasting Zone, featuring some 1,000 wines.

Also, just announced: the Wine Sub-Association of the China Alcoholic Drinks Association has arranged for seven wineries from the regions of Qinhuangdao, Huailai in Hebei and Yanqi in Southern Xinjiang, to exhibit at ProWein.

The China Alcoholic Drinks Association has more than 1,600 members. The Wine Sub-Association is one of the nine sub-associations. It is the only national grape wine industry organisation founded with the approval of the Chinese government's Ministry of Civil Affairs.

According to the association, the China wine industry has developed rapidly and the overall quality has greatly improved. The main planting wine grape varieties are: Cabernet Sauvignon, Merlot, Cabernet Gernischt, Cabernet Franc, Syrah, Riesling, Chardonnay and Ugni Blanc, as well as indigenous species such as Dragon Eyes and Vitis Amurensis. For more information and to taste Chinese wine, visit the booth 2C09 at the show.

Also new this year is a joint participation from Tunisia, as well as the English Wine Producers' stand from the UK.

For the first time, ProWein will feature



# ProWein delivers

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a central lecture forum in Hall 7.1. Exhibitors will organise seminars and hosted tasting sessions, each expected to start on the hour. These will be free. There is space for 50 people at each forum. The programme will be published this month (February) and will be on [prowein.com](http://prowein.com).

The Central Tasting Zone in Hall 2 is devoted to Fashionable & Leading Varieties in International Wine Cultivation on the basis that there are thousands of grape varieties and many consumers choose a wine based on the grape variety. There will be eight white and eight red wines so visitors can get a feel for the huge diversity of styles from these varieties.

The approved white wine varieties are: Riesling, Chardonnay, Sauvignon

#### TESTIMONIALS

**Jean Charles Boisset**, from Boisset Family Estates: "ProWein is very well organised, the atmosphere is fantastic and always professional. We have participated since the first ProWein and want to participate with an even bigger stand next year."

**Liu Rong Rong**, from Beijing: "As an importer, I am able to make new contacts at ProWein. Düsseldorf is a great hosting city and I very much enjoy coming here."

Blanc, Pinot Grigio/Grauburgunder and Pinot Blanc/Weissburgunder as well as Grüner Veltliner, Viognier and Verdejo. The red wines must derive solely from Pinot Noir, Cabernet Sauvignon, Merlot, Syrah/Shiraz, Grenache, Sangiovese, Tempranillo/Tinta Roriz and Blaufränkisch/Lemberger.

In addition to the Central Tasting Zone, Hall 7.1 will again feature a tasting area for award-winning organic wines. Further, there will be more than 100 international suppliers of organic wines on exhibit in this area. The line-up is expected to include exhibitors from France, Spain, Italy and South Africa.

The organisers say the FIZZ-Lounge in Hall 7a, the spirits hall, will be "both fruity and colourful", with professional bartenders showcasing modern

► pVI

versions of some legendary classic cocktails along with demonstrating the art of elite bartending.

Sparkling wines will also be setting out their stall, with Benedikt Zacherl, of Austrian wine and sparkling wine producer Schlumberger, saying: "ProWein in Düsseldorf is the most important trade fair for wine, sparkling wine and spirits. As a wine and sparkling wine producer with a 170-year tradition we use ProWein to present our range and innovations to the interested trade audience."

According to a worldwide survey on the sparkling wine sector in 17 markets – data from which was published by the London market research institute TNS last year – if demands from all Champagne and sparkling wine fans were fully met, the proportion of sparkling wine on the alcohol market would rise from 5.1% to 7.8%.

The most significant growth – a quadrupling of market share for sparkling wine – could be seen in India and China. However, from this perspective more mature markets like Great Britain and the US could also double their market share to 9.1% or 6.5% respectively.

The Germans' predilection for bubbly is no secret. Their per capita consumption in 2011 stood at 4.1 litres, or five and a half bottles, of sparkling wine per year, according to the German Wine Institute (Deutsche Weininstitut – DWI) on the basis of data from Germany's Federal Statistical Office. With an estimated global sparkling wine market of a good two billion bottles a year, almost one bottle of sparkling wine in five is uncorked in Germany (22%).

This puts Germany in pole position on

the international stakes. TNS calculates the proportion of sparkling wine in Germany compared to related alcoholic drinks at 9.9% and the country's growth forecast here stands at +1.9%.

Dr Hans-Joachim Momm, managing director at Freixenet GmbH, will be presenting the cavas and wines of this Spanish company at ProWein: "The increasing internationalisation of ProWein offers an attractive platform for the Freixenet group of companies to present their strength and variety to a wide international audience," he says.

All in all, 330 exhibitors from 26 countries, including 'exotic' nations of origin such as New Zealand and Chile, will be showcasing themselves at ProWein in the sparkling wine segment.

"While our focus does lie on non-sparkling wine," says manager Mauricio Garrido, in charge of sparkling wine production at Chilean winery Vina San Pedro Tarapaca, "we would also like to prove we can hold our own in the sparkling wine segment with reasonable value for money."

Jan Rock, of export-led Wiesbaden sparkling wine producer Henkell, says: "In our sector ProWein is a trade fair of world standing.

"Not only does it serve to foster and develop existing contacts with top-class partners from retail, the specialist trade and gastronomy but also to forge new national and international business contacts.

"Furthermore, ProWein is a highly recognised platform for the presentation of innovations in the sparkling wine, wine and spirits sector."



**There are obvious reasons why ProWein attracts more and more visitors each year – and why you should go too**

# Top tips



### See more than at any other trade fair – wines, spirits, countries, brands

No other event worldwide offers such a comprehensive overview of the international wine and spirits range. The 4,400-plus exhibitors at ProWein come from all nations and regions active in international wine retail – a total of about 50 countries. Almost 80% come from outside Germany. Not only the classic wine-producing nations from Europe and the New World but also newcomers on the international wine market such as Brazil, India or China. More than 300 international suppliers showcase spirit innovations and specialities. All in all, ProWein offers a unique variety and the opportunity to discover new products.

### Making business

As a fair purely for professionals ProWein brings together experts from both the supply and demand sides. Visitors make contacts with exporters who understand the market. Düsseldorf primarily attracts decision-makers, with 65% of visitors occupying top management positions. Overall, as many as 80%+ are directly involved in purchasing decisions. ProWein is more than the international meeting point, it is the central order platform.

### Expand horizons

ProWein is also a platform for trends and innovations. Both the exhibitors' range and the varied supporting programme are right up to speed and show the latest developments in the sector. Visitors benefit from some 300 seminars, hosted tasting sessions and lectures either in the ProWein Forum or at exhibitors' stands. Special shows such as the Central Tasting Zone or FIZZZ-Lounge take a new motto each year.

### Sure achievement of objectives

A visit to ProWein is viewed as highly worthwhile across all sectors: 95% of visitors feel their objectives have been met and give the event a positive overall rating. Some 80% decided to return in 2013 during their visit to ProWein 2012.

### Easy to reach

Düsseldorf is in the heart of Europe. Traffic connections are ideal: the international airport – a key hub serving 190 destinations – is in the direct vicinity of the exhibition centre. The fairground is just 10 minutes from the city centre and the main railway station. Whichever means of transport, Düsseldorf boasts key prerequisites for an efficient and pleasant stay.

**Mix pleasure with business**

Next to the business part there is another reason for travelling to ProWein. Düsseldorf regularly occupies a top 10 position in Mercer Quality of Living worldwide survey. During ProWein, the city joins in the spirit with numerous restaurants, wine merchants and trendy bars offering unique events on the topic of wines and spirits under the heading ProWein Goes City. And if you're done with wine after a day at the fair, Düsseldorf is famous for its traditional Altbier (dark beer).

## Practicalities

### Travel & Accommodation

Düsseldorf Marketing & Tourismus (DMT) is an official service partner of Messe Düsseldorf, assisting and advising trade fair visitors on all travel and accommodation matters. DMT books air and rail tickets as well as hotels (or private quarters) offering fair value for money. Attractive hotel and travel offers can be reserved at <http://business.duesseldorf-tourismus.de/messe/prowein/>. For custom package tours we recommend personal consultation by telephone on +49 (0)211/17 202 839.

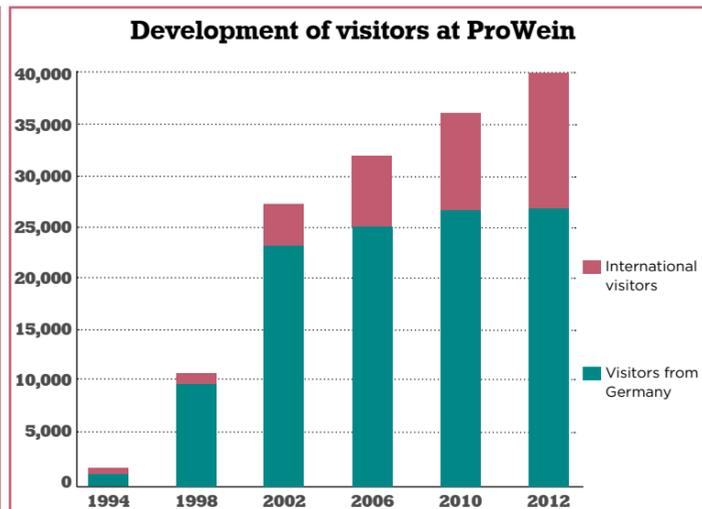
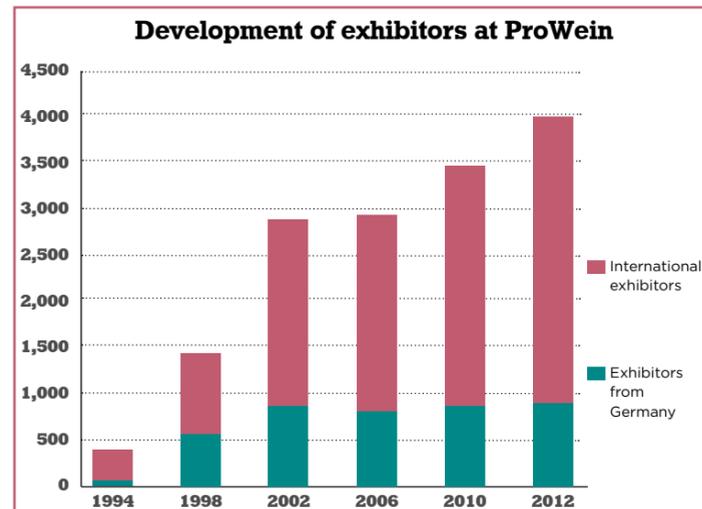
### Online Ticket Shop

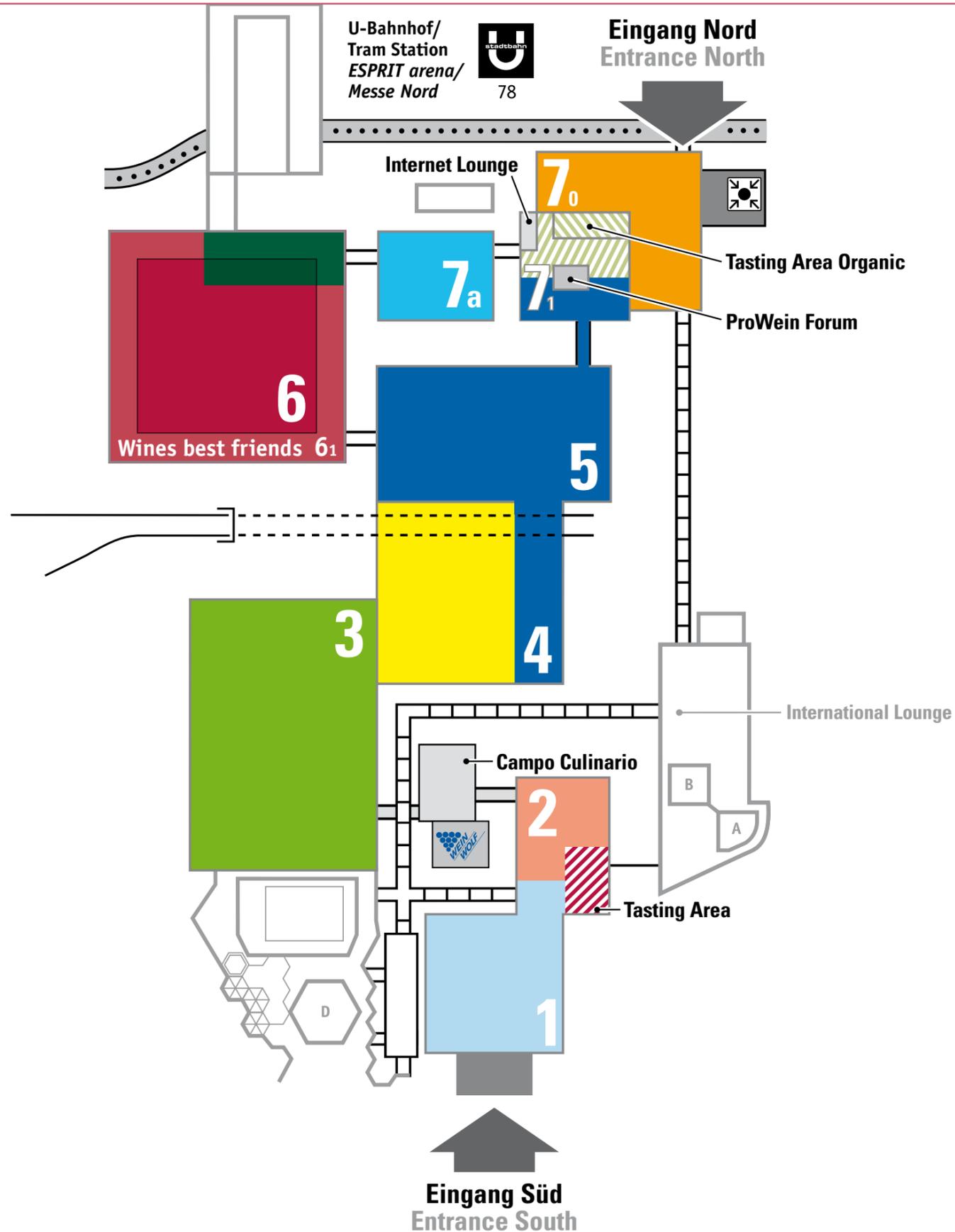
The online shop for admission tickets to ProWein 2013 is [prowein.com/ticket2](http://prowein.com/ticket2). Those registering and submitting credentials as a trade visitor online can beat potential queues at trade fair box offices and can also benefit from discounted prices. For instance, one-day tickets purchased from the online shop cost just €30 instead of €40 at the ticket office (permanent tickets are €54 online as against €65 onsite). Furthermore, these tickets authorise holders to free use of public transport in Düsseldorf and some neighbouring cities (VRR transport – price category D, Region Süd).

### Preparing the Content

Those using the varied possibilities for a targeted preparation at [prowein.com](http://prowein.com) can make the most of their ProWein visit. The daily updated exhibitor database (under 'companies & products') makes for various search options, eg for company name, product category or country. Thanks to the My Organizer function a 'personal favourites' list can be drawn up serving as a personalised itinerary for the visit. The location of the selected exhibitors is displayed in the interactive site map. As an alternative to the website these functions are also available in the official ProWein App (German and English, available at no cost at the Apple AppStore or Android Market). Also featuring both online and in the app is the extensive programme of side events. New for ProWein 2013 is the Matchmaking tool allowing exhibitors and visitors to exchange on specific issues online in the run-up to the trade fair or to even make appointments (also under 'companies & products').

And, almost more important when visiting a trade fair: select the right shoes to make sure your discovery tour of the nine ProWein halls do not prove a torture. In March the average temperature in Düsseldorf is between 3° and 10° Celsius or 37° to 50° Fahrenheit.





- |                         |                           |
|-------------------------|---------------------------|
| <b>6</b> Europe         | <b>4</b> Spain            |
| <b>6</b> Germany        | <b>3</b> Italy            |
| <b>7a</b> Spirits       | <b>2</b> Portugal         |
| <b>70</b> Austria       | <b>1 2</b> New World      |
| <b>71</b> Organic Wines | <b>2</b> Tasting Area     |
| <b>4 5 71</b> France    | <b>Wein Wolf pavilion</b> |

## Additional Areas and New Structure in 2013

To cater for increased demand from exhibitors from throughout the world ProWein is now being extended by a further two halls. Based on its tried and tested structure according to region and product area ProWein 2013 comes with a new hall concept that offers optimum guidance for easy orientation.

From Entrance South visitors first reach the newly added **Halls 1 and 2** which present the **New World** and **Portugal**. **Hall 2** is also home to the central tasting zone featuring some 1,000 wines under the motto **Fashionable & Leading Varieties in International Wine Cultivation**.

On the open area located between **Halls 2 and 3 Campo Culinario** will supplement the culinary range on offer at the exhibition centre.

**Hall 3** will be home to **Italian** suppliers while **Spain** follows in **Hall 4**. **France** is also presented in one part of **Hall 4** as well as in **Hall 5** and in a part of **Hall 7.1** (there is a direct stairwell access from **Hall 5** to **7.1**).

**German** exhibitors can be found in **Hall 6**, as well as other **European** wine nations.

On the gallery in **Hall 6** the special show **Wine's Best Friends** focuses on specialties to go with wine and spirits.

The **Hall 7A** is the spirits hall and also home to the **FIZZ-Lounge** (pictured) which will be both fruity and colourful with **Cocktails** being the topic this year.

**Austria** is very much the focus of **Hall 7.0** and international suppliers of organic wine are once again given a concentrated platform in **Hall 7.1** after the very positive visitor feedback they reaped at ProWein 2012. This area includes exhibitors from **France, Spain, Italy** and **South Africa** and also features a special tasting zone for organic wines and the new central seminar area **ProWein Forum**.



# Burning questions

## Interview with Michael Degen (MD), Executive Director at Messe Düsseldorf and Project Director for ProWein

**DI: Why should people go to exhibitions? Air travel is nothing but hassle and it's expensive. Why should a company bother to exhibit or visit?**

MD: Because it is worth it and, strictly speaking, there is no alternative. No other marketing instrument has the special benefits offered by a trade fair. Face-to-face communication is and will remain indispensable for business – a trade fair gets market players from many nations to the same place at the same time. Products, especially products which appeal to the senses as wine does, must be tested and evaluated before closing a deal. A trade show is a focused reflection of the entire sector and therefore the entire product range in all its internationality and diversity. Trade shows simply are unique platforms for dialogue and a clearing house for exchanging products, ideas and know-how.

**DI: Why should people exhibit or visit ProWein specifically, above the others?**

MD: Because ProWein is the globally leading trade show for the sector. The diversity of its exhibitors is unparalleled worldwide, its visitors are recognised experts from all continents. To be specific, ProWein brings together the suppliers of wines and spirits from 50 nations – global market leaders as well as specialist producers – and decision-makers from

trading companies, the restaurant and hotel sectors of relevant wine importing markets. At the same time, ProWein is the annual kick-off event, the most important meeting place and the central ordering platform for the international wine industry.

**DI: Exhibitions can be a bit boring – rows of stands, lots of bottles and glasses, people cluttering up stands and aisles – what else does ProWein offer to interest people who might be looking for something other than just another Pinot Noir?**

MD: Boring? Then you certainly have not been to ProWein! Seriously, it goes without saying that ProWein is not only a comprehensive exhibition showing the performance of the sector but a platform for know-how, trends and innovations. Its diverse supporting programme and especially the large number of seminars, tastings and lectures are a genuine added value for its visitors. In the show's tradition, exhibitors host approximately 300 of such events directly at their stands, and – especially for ProWein 2013 – there is the new ProWein Forum as the central lecture area in Hall 7.1. Special shows such as the Central Tasting Zone in Hall 2, the FIZZZ-Lounge in the spirits section and the Wine's Best Friends area on the balcony of Hall 6 are additional features of the trade show.

**DI: Assuming you organise other shows as well as ProWein, what is different about the drinks industry and ProWein compared to your other shows? What are its opportunities & challenges? What stands out about ProWein in your mind?**

MD: Every sector is different and has special requirements, and this is what makes the tradeshow business so exciting. As you might know, Messe Düsseldorf hosts a large number of trade shows for capital goods such as industrial plant and machinery. I cannot imagine a greater contrast than the difference between such events and ProWein. I believe that, by comparison, ProWein is very close to real life, very 'human'. And many people in the sector are special characters – that's a lot of fun.

**DI: ProWein seems to have been on a roll for a number of years. How do you account for that apparent success?**

MD: This is the result of many factors. One of the most important aspects certainly is its consistent positioning as a specialist show for the trade, where the experts are among themselves. This guarantees a professional working climate. Another decisive fact is that the Germans only account for approximately 20% of all exhibitors at ProWein. Almost 80% of its 4,000 exhibitors do



not come from Germany and that really ensures the position of ProWein as a truly international platform.

**DI: How many months does your team spend organising ProWein? When is the most intense selling period?**

MD: Our work on ProWein never stops. Immediately following the trade show we start with our analysis and concept development for the following year. At the same time, the registration phase for exhibitors starts as early as April, and the registration period ends in July. The next phase is the most important and intensive, because we want to give the best possible place to every one of our exhibitors. That is a challenging job, when it concerns more than 4,400 companies.

**DI: If you could get exhibitors to do one thing, what would it be?**

MD: A successful presence at the trade show hinges on the communication in the run-up to the event, as the international trade visitors of ProWein are known to prepare their visits thoroughly. To attract attention, exhibitors therefore have to post their up-to-date information regularly on our exhibitor database atprowein.com, invite customers to their stands, inform the press. We are naturally available to advise them and also provide them with a lot of advertising material.

**DI: Once ProWein is over, what do you do, where do you go?**

MD: After the show closes, there is still a lot going on in the city according to the motto ProWein Goes City with Düsseldorf restaurants, bars and wine traders organising many special events on wine and spirits. They include really exciting events which are a lot of fun. When my other commitments allow, I will show up at one of these events.

**DI: How do you relax?**

MD: On my racing bike.

**DI: For someone who would like to take some time out to see Düsseldorf, what is so special about it? Is it famous for its bread, doughnuts, beer, sausages – what?**

MD: Düsseldorf is a metropolis on the Rhine and stands for fashion, shopping, culture and lifestyle. From our luxury shopping boulevard, the Kö – or Königsallee – it is not far to our historic old town with its rustic breweries, trendy bars and cosy pubs. In our old town, you simply have to enjoy the well-known Altbier, our dark top-fermented beer with a long tradition in the region. But Düsseldorf is also known for its Rhenish carnival.

**DI: If someone only has limited time to sightsee, what are the city's must-sees?**

MD: A visit to the old town is certainly a must, but I believe that the media harbour with its extravagant architecture and its many restaurants and bars is just as exciting and to be recommended.

**DI: Suggest some good bars and restaurants?**

MD: Düsseldorf has a restaurant and bar scene which truly offers something for everyone. Personally, I think that Bar Ellington in Scheurenstraße is an extraordinary place to go and I like visiting the bar from time to time to enjoy a good cocktail.

**DI: Which restaurant(s) has/have the best wine list in the city?**

MD: That's hard to say. Many restaurants have excellent wines on their lists – some specialise in certain countries, others focus on a wide choice. The restaurant that stands out for me is called Saittavini in Oberkassel.

ProWine

## China

Successful ProWine Concept is exported to China. New trade fair in Shanghai starts this year

**M**esse Düsseldorf Group, organiser of ProWine, and China International Exhibitions, a member of Allworld Exhibitions and organiser of FHC China, launched their collaboration with the successful ProWine Tasting Zone at FHC China 2012.

Now ProWine China will be held for the first time on November 13-15, 2013, at the Shanghai New International Expo Centre (SNIEC).

The trade fair will be held every year in parallel with FHC China's dates and location and will be aimed at trade visitors from throughout China.

"We are delighted and very much look forward to the cooperation," says Hans Werner Reinhard, deputy managing director of Messe Düsseldorf and chairman of Messe Düsseldorf Shanghai. "Messe Düsseldorf Shanghai and China International Exhibitions are joining forces to implement the successful concept of Düsseldorf ProWine under the brand name ProWine China and thereby establish the leading wine fair in China.

"The Chinese consumer market is based on domestic production but is increasingly opening up to the variety of international wines. Retailers in China need an event to help them serve this parallel demand – and ProWine China does just this."

Brendan Jennings, general manager, China International Exhibitions, commented: "This cooperation with Messe Düsseldorf is a significant milestone in the development of the wine



market and wine marketing in China.

"ProWine is without doubt the largest wine show in the world and, by combining with FHC, China's most important and longest-running business event for the global food and hospitality sector in Shanghai, we can offer the international wine industry an immediate guaranteed platform. The wine industry – both international producers and Chinese buyers – has long been confused by the many small scale wine events taking place in cities throughout China.

"With ProWine China we have the world's strongest brand combined with FHC, bringing together the widest range of wine producers from more countries than has ever been witnessed before in China.

"It is therefore creating an exhibition that is of a scale large enough to draw wine buyers from all over the country and right across all of Asia."

The former wine hall Wine & Spirits at

**Michael Degen, Division Director at Messe Düsseldorf GmbH responsible for ProWine, and Brendan Jennings, General Manager China International Exhibitions, announce their cooperation on ProWine China at a press conference in the ProWine Tasting Zone at FHC China 2012.**

#### Information Stand at ProWine Düsseldorf

For international wine and spirits suppliers wanting a presence on the Chinese market, ProWine China will be the ideal platform. At Düsseldorf ProWine, from 24-26 March 2013, interested producers will be able to gather information on participation options at ProWine China from an information stand located at Entrance Nord/North. All information is also available online at [prowinechina.com](http://prowinechina.com) and [prowein.com](http://prowein.com).



## Opportunities in China and beyond, December 2012: Younger Asian wine drinkers drive growth in five key markets and in-country representation is key to success. A new ProWine study provides an inside view of the Asian wine markets

**F**or the newly released survey the Düsseldorfers enlisted renowned British market research institute Wine Intelligence. The results are based on extensive qualitative and quantitative research with consumers, importers and distributors across Asia. They show that China will remain the most attractive Asian market for wine exporters in the next five years. But the wine industry should also be ready to

capitalise on opportunities in Japan, South Korea, Singapore and even Taiwan – the other key Asian countries studied in the report.

Although all five markets differ substantially, and it would be a mistake for the wine industry to think of Asia as a single cultural bloc, there are some trends and characteristics that can be observed across the continent. In the new ProWine study Asia – Opportunities in China and Beyond, it's acknowledged that the trend

towards everyday, affordable imports is evident across Asia, as wine shakes off its image of being purely a luxury product, and becomes more attractive to younger consumers. They in particular are finding a place for wine as part of their lifestyles, and showing a real interest in understanding it better. The on-trade is often the best environment in which to target these consumers.

Further key finding of the survey: In-country representation is **▶ pXIV**



key to success. “The wine producers who will achieve the biggest success will be the ones who not only get to grips with these trends, but actually take the trouble to establish a physical presence in their target markets. It’s not possible to conquer China, Japan, South Korea, Singapore or Taiwan from an office outside those countries,” says Richard Halstead, chief operating officer at Wine Intelligence.

Michael Degen, division director in charge of ProWein at Messe Düsseldorf adds: “This result from our ProWein survey confirms experience we have also had in other commercial sectors as a worldwide organiser of trade fairs. Which is why we are offering our customers from the wine sector an ideal platform to showcase themselves on the Chinese market from 13 to 15 November 2013 at ProWine China.”

China’s spectacular growth is likely to continue, with the help of improved ranges in supermarkets and more affordable pricing. Consumers are associating imported wine with sophistication and wellbeing and the

number of imported wine drinkers is expected to surge well beyond the current 19 million.

In Japan, much of the market growth is being driven by the off-trade, as consumers turn away from the on-trade for economic reasons.

Wine is increasingly part of the mealtime experience for Japanese families as they embrace more western-style eating habits. Although Japan is a relatively mature market for wine, with 47 million regular wine drinkers, younger consumers are regarding wine as a trendy drink and are more open to experimentation than older Japanese wine drinkers.

In South Korea too, growth is coming from younger people. The market has a huge scope for growth: wine accounts for just 20% of drinks sales and is regarded by many Koreans as a special-occasion beverage.

But the market has been growing steadily since 2000, with Chilean imports and sparkling wines making particular headway in recent times.

Singapore is the smallest of the five markets but the wine industry here is

already buoyant, with an increasingly knowledgeable population keen to find out more about wine. Strong brand identity and high volumes are often the key to success in this geographically limited market.

Taiwan is a more problematic market for wine exports than the others. There are more barriers facing the wine industry, including a ban on internet sales, high taxes, and few English language speakers, compared to other leading Asian countries.

The high price of wine and lack of women drinkers are also factors that limit opportunities in Taiwan.

But again younger consumers are showing an interest in wine and helping it move beyond its current niche of being a prestige product, more at home in the business environment than a domestic setting.

A comprehensive summary of the survey results (in English) is available from Messe Düsseldorf for the price of €249. Exhibitors at ProWein 2013 pay the reduced price of €199.

To place an order, go to [prowein.com](http://prowein.com).

For trade  
visitors only



ProWein

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## ProWein 2013 – Designation for Professionals

ProWein 2013 presents a reworked space  
concept featuring 2 additional halls:

- more than **4000 exhibitors** from  
around **50 countries**
- unique **tasting zone**
- comprehensive **events programme**
- delicatessen show **“Wine’s best friends”**

**24.-26.03.2013**  
**Düsseldorf, Germany**  
International Trade Fair Wines and Spirits

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