

HALF THE WORLD IS WAITING.



25 - 28 Apr 2023
Singapore Expo

Book Your Space Now!

www.prowine-singapore.com

SINGAPORE

Held alongside:



Official Media Partner:



Supported by:



Jointly organised by:



SINGAPORE'S GLOBAL CONNECTIVITY PUTS YOU IN TOUCH WITH A TARGETED AUDIENCE

ProWine Singapore is the largest of its kind in Southeast Asia and features an international showcase of wines and spirits together with a comprehensive scope of solutions for the region's dynamic consumer markets. As a regional event of ProWein Düsseldorf and held alongside FHA-Food & Beverage, ProWine Singapore – already in its 4th edition – is a specialist trade fair that connects you to an industry network spanning the synergistic wines & spirits, food & beverage and hospitality sectors, and is jointly organised by Informa Markets and Messe Düsseldorf Asia.

BREWING SUCCESS IN SOUTHEAST ASIA

Southeast Asia's demand for alcoholic drinks is expected to drive its revenue at an annual growth rate of 18.9%, with alcohol consumer penetration reaching 10.7% by 2025.



Broadening of purchase and sales channels

As consumers' shopping patterns shift to **top-up and impulse purchasing**. Both producers and retailers can realign their marketing strategies with strong focus on **online channels**.



GLOBAL PRODUCERS' EYES ARE ON SOUTHEAST ASIA



Trend movers

There's an emerging market of **younger consumers** in Southeast Asia with growing interest in distinctive flavours, **artisanal craft and fruity alcoholic products at a premium price point**.



High-potential emerging markets

A growing middle class is increasing the demand for **higher-quality alcohol in Southeast Asia**. The expanding tourism sectors in **Malaysia, Thailand, Indonesia and the Philippines** also support the growth of wine consumption.



Singapore – major import and export market

Singapore is not only a major importer and consumer of wines, but also a **hub for the re-export of products**, re-exporting an estimated **30%** of all its imported wines.



Bringing high quality sustainable wine to SEA

Accompanying the **increasing wine consumption** in Asia is a focus on the adoption of sustainable manufacturing practices, prompting global winemakers to create **premium wines** that are easily accessible and grown **with chemical-free ingredients**.



POST SHOW REPORT



**GET THE MOST
OUT OF YOUR
PARTICIPATION!**

**BE AN
EXHIBITOR!**

Resounding success at ProWine Singapore 2022



230 Exhibitors
from **27** Countries
and Regions



11 National Pavilions and
country groups, Australia,
France, Germany, Italy, Portugal,
Singapore, Spain and USA.



8500 Visitors
from more than
20 countries



27% International
and **73%** local

By Nature of Business

27% Wine, Spirits
retail trade

26% Catering,
hotel Industry

7% Others

17% Import,
Export, mail
order

11% Grocery
retail and
wholesale trade

12%
Specialist-related
associations and institutions



Visitor profile by Industry

- + Vineyard / Wine Producer / Airport Duty-Free Purchasers
- + Hotel / Resort / Nightspots / Airline
- + E-Retailers & Custom-Service providers
- + Culinary / Hospitality / Tourism
- + Supermarkets, Specialty F&B, Convenience Store
- + Hospitality & Business leisure, healthcare and many more

Looking around there were people standing in every stand, talking, tasting, connecting with each other. Obviously, it is the first time in four years that we have really been able to do this properly - the show will build on this position and get even stronger in future years. It will be great for more exhibitors to consider exhibiting in these shows, even if they are already in the market, because it's where the wine trade congregates to discuss what's going to happen next.

Richard Hemming MW
Head of Wine, Asia,
67 Pall Mall Singapore

ProWine Singapore this year is really impressive and is the best of all our participations since the first edition in 2016. It was busy with potential buyers and lots of very good quality leads.

Ricardo Aleixo
Owner and Manager,
Real Cave do Cedro

we are happy to have this platform to meet new wineries and be considered for distribution, reconnect with trade buyers and introduce our latest portfolio, and catch up with wine educators, regional merchants, fellow distributors, accessories suppliers, and trade associations.

Jeanne Mok
Head of Marketing, Bottles & Bottles



MASTERCLASSES AND PRESENTATIONS

23 speakers and panellists

Including 5 international Masters of Wine (Annette Scarfe MW, Jonas Tofterup MW, Neil Hadley MW, Richard Hemming MW and Tan Ying Hsien MW)

Featuring Old and New World wines

Including wines from Germany, Spain, Australia, USA and more...

Over 20 curated sessions with topics from

- The anticipated exploration of wines and spirits
- Post-pandemic strategies
- Singapore as a global wine capital
- Brand Building through Web3.0 and NFTs
- Exclusive Cocktail Official launch of Mount Faber Singapore Sling by Frederiksdal Kirsebærvin
- Sessions on spirits: Whisky, Shochu, Sake, Cream Liquor



A SNAPSHOT OF PRE-PUBLICITY INITIATIVES

- Exclusive interviews and feature articles/stories across local and international media; including The Straits Times, LianHe ZaoBao, PIN Prestige, CNA Luxury, VinoJoy News (HK), The Spirits Business (UK), The Drinks Business (UK), TTR Weekly (TH), Wine Industry Advisor (USA) and more...
- Media event @ 67 Pall Mall Singapore | private dining and wine pairing, hosted by Richard Hemming MW, Head of Wine, Asia – 67 Pall Mall Singapore
- Featuring a hand-picked selection of wines such as Pietradolce, Sant'Andrea 2016, Taittinger, Comtes de Champagne Blanc de Blancs Brut 1995 Champagne (magnum), Y d'Yquem 2007 Bordeaux



HIGHLIGHTS @ PROWINE SINGAPORE 2023

A GROWING REGIONAL VISITOR BASE

From the Southeast Asian region with top markets coming from Singapore, Indonesia, Malaysia, Philippines, Thailand, Vietnam and more.

TRENDING SPACES

Thematic showcases on what's trending, from organic and sustainable wines, zero to low-alcohol wines, sparkling wines, hybrid drinks, to a spirits & liquor showcase.

BAR-TOP ALLEY

A special platform for innovative, new-to-market, and inventive products, or start-up companies looking to build their footprint in the SEA market.

**Please send us your request for the special pricing package.*

THOUGHT-LEADERSHIP CONTENT LINE-UP

Masterclass programme series by industry experts and Masters of Wine, on topics ranging from consumption trends, climate change, investment opportunities, heritage wine producing regions and new world wines, unique liquors, to wine tasting sessions by some of the best in the industry.

Wine education – from tutorials, workshops to qualifications; from WSET® to a range of leading wine academies.

EXHIBIT PROFILE

- Champagne
- Dessert Wines
- Fortified Wines
- Fruit Wines
- Low Alcoholic Wines
- Organic Wines
- Sake
- Seminars and Wine Education
- Sparkling Wines
- Spirits / Craft Spirits
- Still Wines – Red
- Still Wines – Rose
- Still Wines – White
- Vegan Wine
- Wine Equipment & Accessories
- Wine-Related Technologies
- Other Alcoholic Beverages (Beer / Craft Beer, Cider, Stout)

VISITOR PROFILE

- Wine & Spirits Importers / Distributors / Wholesalers
- Wine & Spirits Retailers
- Wine & Spirits Accessories Importers / Distributors / Wholesalers / Retailers
- Wine Brokers / Investors

Influencers on Wine & Spirits Purchases:

- Sommeliers
- Bartenders
- F&B Managers
- Chefs

Purchasers from:

- Airlines / Cruise Liners / Rails
- Bars / Pubs / Clubs
- Duty-free Retailers
- Hotels / Resorts
- Hypermarkets / Supermarkets / Convenience Stores
- Institutional Caterers
- Restaurants
- Trade Associations

**Admission is by registration only and is not open to public.*



WHY EXHIBIT



**Meet qualified VIPs
& Potential Buyers**
Enjoy exclusive networking privileges



Establish Your Brand in the Region
Schedule walk-up tastings at your booth and meet the right audience



Gain Sponsorship Opportunities
Product Launches
Product Sponsorships



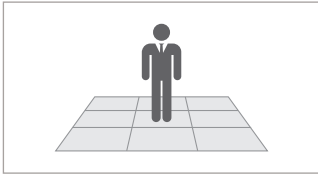
Maximise Your Reach
A variety of high-impact, marketing and publicity opportunities are available before, during and after the event

For more information on sponsorship and marketing opportunities, please contact Calvin@mda.com.sg

Secure your participation & choice location today!

YOUR PARTICIPATION

Our flexible participation costs offer you the opportunity to select a booth package and choice location that generates the most value when you exhibit at ProWine Singapore.



Space only: **SGD 650 per m²**



Walk on Stand: **SGD 750 per m²**



Premium Stand: **SGD 770 per m²**

All net rates quoted in Singapore Dollars. Prevailing & additional charges apply where applicable.

* Walk on & Premium Stand packages come with carpet and fascia with company's name. 3 options for carpet colour – earth, black or burgundy red. No financial credit will be given for any package item not utilised. Visuals are for illustration purposes and are subject to change.

Furniture & Electrical Entitlement

Walk on stand area in m ²	6	9	12	15	18
Information counter (900 mm high)	1	1	1	1	2
Round table	-	1	1	1	2
Easy chair	-	2	2	3	4
Tall glass showcase	-	1	1	1	2
Bar stool	1	1	2	2	2
Lockable store room with storage shelves m ²	1	1	1	1	2
Wastepaper basket	1	1	1	1	2
13Amp socket	1	1	1	1	2
100W Arm spotlight	2	2	3	3	4

Package comes with carpet and fascia with company's name

Premium stand area in m ²	18	24	30	36
Information counter (900 mm high)	2	2	3	3
Round table	2	2	2	2
Easy chair	4	4	6	6
Tall glass showcase	2	2	3	3
Bar stool	2	2	3	3
Lockable store room with storage shelves m ²	2	2	2	2
Wastepaper basket	1	2	2	3
13Amp socket	2	2	3	4
100W arm spotlight	2	3	4	4
Low glass showcase	1	1	2	2

Package comes with carpet and fascia with company's name

CO-LOCATED EVENT



Featuring the most exceptional line-up of global food & beverage companies, FHA-Food & Beverage is the major event where industry professionals in Asia source conveniently from around the world in one place. In addition to the physical show floor, the 2023 edition will also be held concurrently in the digital space, offering international suppliers an additional platform to harness the promising business opportunities in the Asia market and beyond. FHA-Food & Beverage is organised by informa markets.



TICKET TO THE WORLD

DÜSSELDORF

SHANGHAI

SINGAPORE

HONG KONG

SÃO PAULO

MUMBAI

TOKYO

ProWein takes you to the world's key markets.

Düsseldorf	19-21 March 2023
Singapore	25-28 April 2023
Hong Kong	10-12 May 2023
São Paulo	03-05 October 2023
Shanghai	08-10 November 2023
Mumbai	01-02 December 2023
Tokyo	10-12 April 2024



GET IN TOUCH WITH US



Beatrice J. Ho
phone: +65 6332 9642
e-mail: beatrice@mda.com.sg



ProWein Team
phone: +49 211 4560 521
e-mail: prowein@messe-duesseldorf.de



Cecilia Ng
phone: +65 6989 6546
e-mail: Cecilia.Ng@informa.com



Fiona Murray
phone: +44 20 7560 4309
e-mail: Fiona.Murray@informa.com

Held alongside:

Official Media Partner:

Supported by:

Jointly organised by:

