

FEBRUARY 2014

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ProWein 2014



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At ProWein 2014 you can expect:

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- the unique tasting zone
- a comprehensive events programme
- the delicatessen show "Wine's best friends"

23-25 March 2014
Düsseldorf, Germany
 International Trade Fair Wines and Spirits

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 The latest exhibition breakthrough for the industry





Excitement and variety



After two record events in a row ProWein 2014 is also on course for success. The leading international trade fair for wines and spirits was fully booked six months before the event. The overwhelming majority of exhibitors at ProWein 2013 will be returning to the next event in Düsseldorf from March 23-25, and most want to enlarge their stands. Numerous new firms have also opted to participate for the first time. Up to 4,800 suppliers from some 50 countries will be represented and all international market leaders will feature. High-quality speciality spirits round off the comprehensive range.

So what's new at ProWein 2014? There will be a joint stand from Canada with some producers making their debut. Also featured for the first time is Koshu wine from Japan. While the Japanese joint stand in Düsseldorf (since 2011) has until now focused on traditional sake and the plum liqueur

Umeshu, at ProWein 2014 white wine from the Koshu grape will join the selection at the stand in Hall 7a. This variety is generally known as Japan's 'national' grape – it has been used there in wine production since the 19th century. Two of Japan's most famous Koshu wineries – Grace Wine and Kurambon (former Yamanashi Winery) – will exhibit. Shigekazu Misawa, president of Grace Wine and head of the 'Koshu of Japan' initiative, will personally present his wines and there will be a varied tasting and seminar programme on the stand.

The supporting programme at ProWein also offers a top notch selection every year. The newly established central seminar area, the ProWein Forum in Hall 7.1, generated particular interest at its 2013 premiere and will once again complement the event. Awaiting visitors at more than 300 events in the ProWein Forum or at exhibitors' stands will be a varied mix of theme-related tasting sessions and

lectures on markets and trends. Full details can be found at prowein.com.

Further highlights of the supporting programme include the central Tasting Zone and the FIZZZ Lounge. The Tasting Zone structures the range from ProWein exhibitors under one focal theme. In 2014 this will be Premium Wines – Best Quality, Best Price. The FIZZZ Lounge puts current bar trends in the limelight for visitors to watch and then taste the drinks. At ProWein 2014 current world record holder in team cocktail-mixing Thomas Weinberger from Barschule München will present innovative Garden Drinks – combinations of spirits with fresh vegetable juices, such as radish, beetroot, carrot or cucumber.

All this will be complemented by the delicatessen show Wine's Best Friends, which will be next to the ProWein Forum in hall 7.1. At its former location in the gallery in Hall 6 will be international suppliers of organic wines in the World of Organic Wine.

Questions questions

Are you happy with the 20-year history of ProWein and the anniversary event in 2014?

Absolutely. ProWein made a great development and is now the world-leading international trade fair for wines and spirits. The demand for exhibition space increases each year, so we will relocate ProWein within our fairground in 2015. For the anniversary event this year I am proud that once again ProWein will offer a unique international range of wines and spirits and an event programme that adds value. The fair will again be the meeting point for wine and spirits experts from all over the world and we really look forward to welcoming them.

What is the thinking behind that relocating in 2015?

Well, our projections for the growing space requirements at ProWein were simply too conservative. From 2015 we will therefore move ProWein from Halls 1-7.1 to Halls 9-17. Overall space offered by Halls 9-17 exceeds that of Halls 1-7.1, making us more flexible and better able to meet the needs of our exhibitors. This move also makes for scheduling reliability – already now Halls 9-17 have been reserved for ProWein over the next few years in such a way as to rule out scheduling in the week before Easter.

Your new fair, ProWine China, appears to have been a roaring success. What do you put that down to? Are exhibitors and visitors different in Shanghai compared to Düsseldorf?

Of course ProWine China is much smaller than ProWein in Düsseldorf but yes, the premiere event last November exceeded our expectations. There are several reasons for this. First, China is a highly interesting market. Second, we at Messe Düsseldorf have great experience of organising successful trade fairs in China. Third, we exported the successful concept of ProWein to China and that fits the demand there right now. In both fairs the exhibitor side is highly international and not dominated by one country. Of course, looking at the visitors there is some difference as ProWine China targets the Chinese and Asian market while ProWein is the event where the trade from all over the world meets.

ProWein Executive Director Michael Degen fields some common queries about the show



What is your message to people who are sceptical about devoting the time and apportioning and justifying the expense for visiting either ProWein or ProWine?

You miss a big chance for your business because ProWein is not just a 'Meet and Greet' event like other trade fairs. Of course networking is an important element, but in the end business is made here.

Can you offer one piece of advice to an exhibitor and one to a visitor?

The most important advice actually fits both:

Prepare yourself! ProWein is huge, we all know that. So exhibitors and visitors alike need to prepare their ProWein experience well in order to make the right contacts.

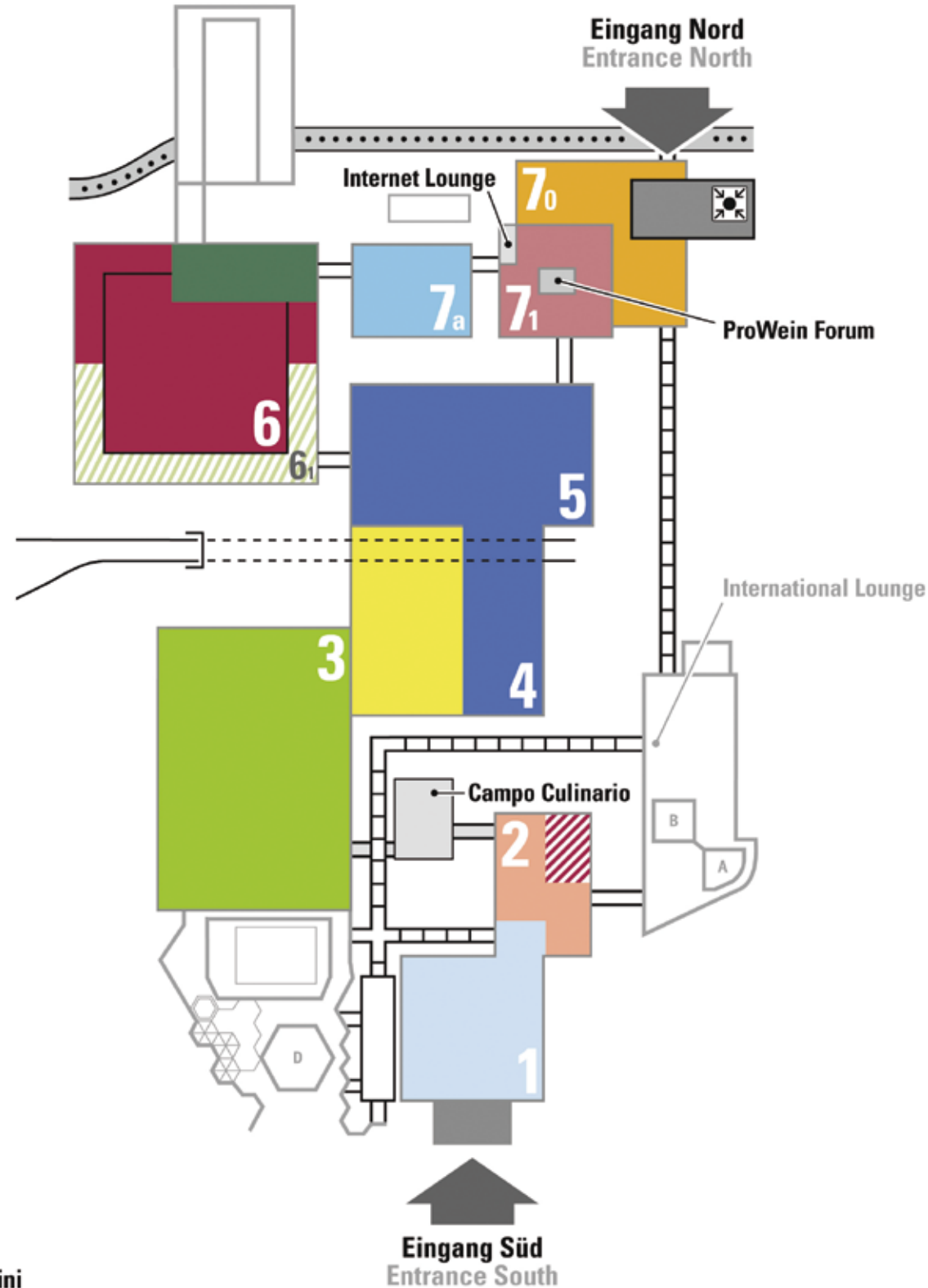
People really should take advantage of the different possibilities that www.prowein.com offers, such as the exhibitor database and the matchmaking tool.

And something else: leave some free time in your schedule for the trade fair day so that you have a chance to make unexpected discoveries.



Getting around

- 1|2** Neue Welt
New World
- 2** Portugal
Portugal
- 2** Verkostungszone
Tasting Area
- 3** Italien
Italy
- 4** Spanien
Spain
- 4|5** Frankreich
France
- 6** Europa
Europe
- 6** Deutschland
Germany
- 6** Bio-Weine
Organic Wines
- 7_a** Spirituosen
Spirits
- 7₀** Österreich
Austria
- 7₁** Wine's best friends/
Champagne/Mundus Vini



Making the most of ProWein

Travel and Accommodation

Düsseldorf Marketing & Tourismus (DMT) is the official service partner of Messe Düsseldorf advising and supporting trade fair visitors in travel and accommodation matters. DMT reserves air and rail tickets as well as hotel rooms (or private accommodation) at reasonable rates. Attractive hotel and travel offers can also be booked online at <http://business.duesseldorf-tourismus.de/messe/prowein/> – for personalised package tours we recommend you speak to an adviser on telephone +49 (0)211/17 202 839. Since other trade fairs are also being held during ProWein 2014 in Düsseldorf it is highly recommended you make your reservations very early.

Online Ticket Shop

Those registering and submitting their credentials as trade visitors online in the run-up to the trade fair can beat the traffic at the ticket offices and also benefit from discounted prices. One-day tickets for ProWein 2014 purchased at the Online Shop cost just €30 instead of €45 at the ticket counters (season tickets cost €55 vs €70 onsite). What's more, these tickets include free use of public transport in Düsseldorf and some neighbouring cities (means of transport marked VRR – price category D, Region Süd/South). The Ticket Shop can be found in the Visitor Service area at prowein.com.

MyOrganizer

Those using the versatile possibilities provided by prowein.com make more of their visits. ProWein's internet portal presents all the details related to the trade fair and its exhibitors, events and special shows. The ProWein Magazine supplements the online offering with news and background reports on the wine market.

The highlight for targeted visitor preparation is the daily updated exhibitor database (to be found under Exhibitors & Products) and the associated MyOrganizer functionality allowing visitors to compile their own very individual itinerary. The database contains the contact details and product groups of all exhibitors.

Often further details on the company and innovations featured at the trade fair are also saved here since exhibitors can design their database appearance themselves.

To prepare your own individual visit you can search the database by applying various filters such as specific terms, company names, product category or country. Registered users can then save their search results in a personal "favourites list" via the MyOrganizer function.

Needless to say, additional exhibitors can be included in the list or other deleted from it again at any time. The location of the selected exhibitors is

displayed hall by hall on the interactive site map.

The system can even plan your most efficient route through the halls. Another plus point: there is also a dedicated database for the over 300 tastings and seminars held at ProWein and the events selected here can also be saved using the MyOrganizer function.

Matchmaking/Cooperation Exchange

Also found in the "Exhibitors and Products" area is a cooperation exchange featuring at ProWein since 2013. Here visitors and exhibitors can post and see their questions and offers online – and can for instance search for new cooperation partners. This way ProWein enables contacts with new potential business partners even before the event to then deepen these contacts during the trade fair.

ProWein App

Smartphone users can download the ProWein App (available in German and English) for free from the Apple AppStore or GooglePlay. Alongside basic info on the trade fair the App also contains all information from the exhibitor and event database. And obviously, all it takes is a quick login to be able to also use all the info stored in the MyOrganizer function from your mobile. This makes the ProWein App your navigation tool around the exhibition centre.

Celebrating 20 years

In its 20-year history ProWein has seen dynamic growth. Under the name Pro Vins, 1994 saw the first event, with 321 wine, sparkling wine and spirits suppliers represented in Düsseldorf.

The exhibitors – from Germany, Austria, Colombia, France, Greece, Hungary, Italy, Portugal and Spain – occupied one hall. The debut event attracted 1,517 visitors, just under 250 of whom came not from Germany but neighbouring European countries, mainly France.

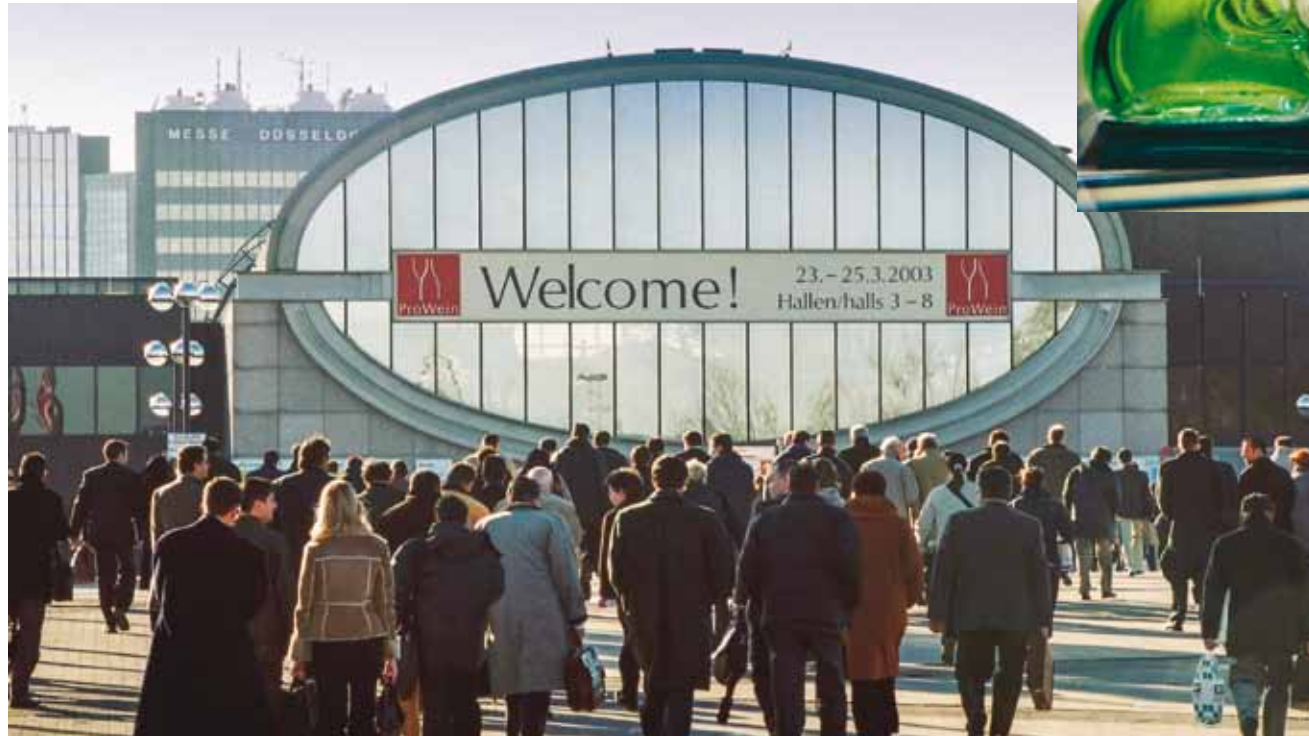
Exhibitors and visitors at Pro Vins were so pleased with the event that a second edition was held in 1995. Adapting linguistically the fair was known as ProVins, ProVino, ProWine or even ProWein.

The number of visitors rose to 532 suppliers, now occupying two trade fair halls. The Tasting Zone (in cooperation with trade journal Weinwirtschaft, care of publishing house Meiningen Verlag) celebrated its premiere.

The following year saw a change to the duration of the fair, extending it to the now familiar and tried and trusted three days starting on the Sunday.

Since 1997 the fair has had but one name: ProWein. Today's logo has also been used since then, too.

In terms of exhibitor numbers 1997 saw the 1,000



mark reached: 1,065 exhibitors from 25 countries attended.

Californian wine estate Mondavi exhibited for the first time and Michael Mondavi attended in person. This also shows how the significance of ProWein has grown year on year. At the 10th edition in 2003 the German trade magazine Top Hotel published the headline: "Child Prodigy ProWein: celebrating but its 10th birthday but already growing – a bit like a child prodigy."

The ProWein supporting programme also became wonderfully varied.

The Tasting Zone (in cooperation with the Meiningen Verlag), with an annually changing focal theme, has long since become a highlight. Since 2007 two other special shows have complemented the comprehensive programme: Wine's Best Friends presents delicatessen products that go particularly well with wines and spirits and in the spirits section ProWein stages topical cocktail trends live in the FIZZZ Lounge for visitors to watch and taste.

Tasting is also the focal point at numerous events

exhibitors organise at their stands and also at the ProWein Forum since ProWein 2013. Now more than 300 events are held during the trade fair. The spectrum ranges from guided tasting sessions on specific regions or grape varieties through to lectures on markets and trends.

Today, demand for stand space at ProWein is rising continually while ever more suppliers from ever more countries wish to attend. ProWein 2013 attracted 4,792 exhibitors, 82% of whom (3,934) did not come from Germany but from 48 countries from all continents.

Total space rented by exhibitors (without special shows etc) in 2013 amounted to 51,919sq m – compared to 2,914sq m occupied in 1994.

Visitor numbers have also grown enormously. ProWein 2013 counted 45,168 visitors. Every year sees more international visitors coming to Düsseldorf from all relevant wine importing and consuming markets.

The history of ProWein is a success story and one can be curious about the chapters to come.

Every birthday deserves a song – and ProWein's 20th birthday is no exception. Messe Düsseldorf is marking the anniversary with a tune.

The ProWein song, *As Long as You Like*, is about the love of wine, about the joy wine can bring people and about the happy moments in life that are often accompanied by a glass of wine.

As Long as You Like is featured on ProWein's anniversary website, accessible via prowein.com/20years.

The online presence invites you to browse the history of ProWein. The Milestones section maps out the stages in the fair's development and provides anecdotes. Photos of past events, the very first press release and screenshots of the first website all supplement the retrospective. Add to this reports from exhibitors who have been loyal to ProWein since its beginnings in 1994. These tell of their personal experiences and memories throughout the 20 years of ProWein.



Wine Survey

Global Experts' Vision 2034 reveals the wine industry's vision of its own future – hopeful but realistic about challenges

With ProWein celebrating its 20th anniversary this year, the organisers took the opportunity to provide the international wine sector with some ideas as to what the global wine industry might look like in another 20 years' time.

The International Wine Industry: Global Experts' Vision 2034, commissioned by ProWein and carried out by UK-based market research institute Wine Intelligence, revealed five main areas in which the industry – according to leading wine professionals around the world – can expect to see big developments by 2034.

Consumers, not producers, will rule the wine industry in 2034

The wine industry will need to be more responsive to consumer needs, leading to an end to top-down education of the consumer and more emphasis on experiential and emotional engagement with consumers in communications.

More than three quarters of those surveyed (77%) believe consumers will have shorter attention spans in 20 years' time, while 58% acknowledge that the main source of trusted information will remain family and friends – though social media will increasingly be the conduit by which such information is shared. There is an opportunity for wine marketers to take an imaginative approach to mobile technology and social media.

Encouragingly, respondents believe consumers will continue to want to drink wine – and spend slightly more on it – over the next 20 years. Their knowledge levels about wine will be higher in 20 years, because information will become easier to access and catalogue.

Distribution will polarise as supermarkets become more dominant

Sixty-six per cent of respondents think supermarkets will dominate the wine industry in 2034. They expect them to become more powerful, and there is a feeling that the distribution of wine will further polarise. While mass-production wines focus on multiple retailers, niche and boutique producers will find a route to market among more specialist sellers. This polarisation is already apparent in some markets and is expected to occur on a global scale, with wines that don't fit into either category finding life increasingly difficult.

It's anticipated online sales will become much more important. Some think the days of bricks and mortar wine shops are numbered, but many still believe the personal aspect of such stores will continue to be valued. Specialist wines will need to focus on messages that resonate with consumers.

North America and China will be the top investment targets

When invited to spend a theoretical investment budget, for which the returns would not be visible for 20 years, the US and Canada just edged China into second place. A third of respondents said they would invest in some or all of these countries. North America is the safe bet – a huge market already, but with scope for more growth. In China, the industry sees the potential for an eastward shift in both production and consumption. India and Latin America are also regarded as growth areas, followed by eastern Europe, though concerns were raised about the barriers faced by imported wine in some of these territories.

When asked about styles, the trade believes the sparkling trend is set to spread globally, with rosé taking a back seat.

Packaging will have a bigger role

The overwhelming majority of respondents (82%) believe packaging technology is going to influence the market. More convenient types of packaging, for new consumers in emerging parts of the world, are part of the picture. But more personalised packaging, and environmental sustainability, are also issues. While it's unlikely traditional formats will disappear, we can expect alternative packaging to make something of a breakthrough.

Threats will come from tougher regulation – and from other categories

Fifty-eight per cent of respondents warn regulations could present a challenge for the wine industry as the alcohol category faces some of the same restrictions that apply to tobacco. Government intervention in pricing, marketing, labelling and even consumption (for example, in terms of the legal drinking age or drink-driving limits) is a real possibility in many countries.

Wine also faces a challenge from other alcoholic drinks. This is already the case in developing markets, where it has to compete against local specialities. But, even in more mature markets, consumers are embracing craft beer, a new wave of cider products, cocktails and innovative spirits. There is a sense many of these products can outmanoeuvre wines in terms of packaging and marketing budgets.

Another threat preoccupying wine industry professionals is the potential impact of climate change on the global wine-making landscape. *This study was collected via an online survey and interviews with 115 wine professionals globally. A summary (in English) will be available from Messe Düsseldorf from March for €249. Exhibitors at ProWein 2014 pay the reduced price of €199. prowein.com.*



Breaking China

Successful premiere for ProWine China

On November 15, 2013 the first edition of Messe Düsseldorf and Allworld Exhibitions ProWine China closed its doors in Shanghai. Over three intensive days 570 exhibitors from 30 nations showcased their new vintages and product innovations to 7,650 trade visitors. Exhibitors and visitors alike praised ProWine China for its international diversity and professionalism.

The premiere of ProWine China beat expectations even before the fair. The originally planned exhibition area had to be expanded by 25% due to a constantly increasing demand from international exhibitors. With exhibitors from 30 countries, ProWine China featured twice as many nations as any other wine exhibition in Mainland China.

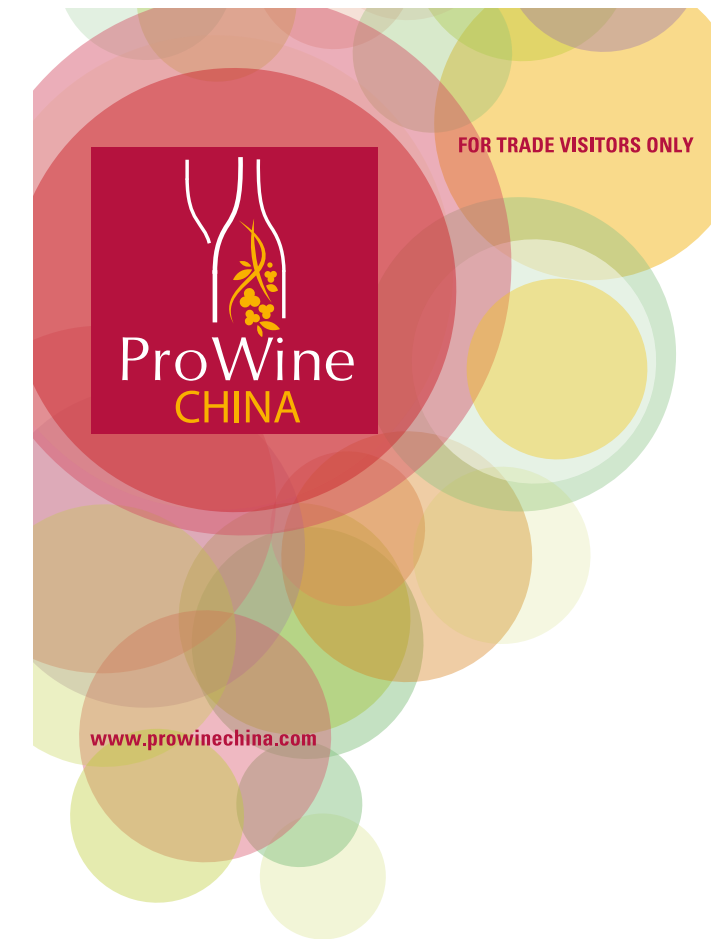
The world's leading wine brands used the event as a platform to further extend their business in China. On the visitor side, the organisers noted a satisfying number of 6,727 Mainland China visitors (plus some 900 overseas buyers) with exhibitors confirming that ProWine China set a new benchmark regarding the great share of professional importers, distributors, retailers and F&B managers.

Most notable Event Programme added value

Next to the international exhibitors, the more than 100 supporting events taking place in the ProWine China Forum and ProWine China Masterclasses were also met with great interest. The visitors valued the numerous tastings and seminars giving them deep insights into the international wine market. With additional events such as the unique competition Winestars World China 2013 and the presentations of award-winning wines such as those from CSWSC, the Event Programme at ProWine China also set a new benchmark.

Save the date

The next edition of ProWine China will take place from November 12-14, 2014 in Shanghai.



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