

For immediate release

ProWine Singapore moves to annual cycle through to 2024

Singapore, 22 June 2022 – With Southeast Asia’s strong demand and growing wines, spirits and alcohol markets, the region’s leading sourcing platform for the wines and spirits sector, ProWine Singapore, will be held annually from this edition through to 2024.

Jointly organised by Messe Düsseldorf Asia and Informa Markets, following the upcoming instalment this September, ProWine Singapore will return alongside FHA – Food & Beverage from **25–28 April 2023** at the Singapore Expo.

According to **Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, ProWine Singapore’s change in cycle for the next few years is an important milestone for the growth and development of the trade fair so it can continue to meet growing customer demand and serve global markets. “The last edition was held in 2018, thus the new schedule will offer more business value and ensure participants can maximise opportunities all year round. This move will also enable us to provide better portfolio strategies across the wines, spirits and alcohol market that will benefit our customers as they look to Asia to expand their investment presence.”

Asia Pacific’s alcohol sales volume is expected to return to pre-pandemic levels and reach US\$420 billion by 2025. Fuelling the growth of the market are innovations in flavour and increasing demand for new and exotic flavours, segment diversification, more advanced distribution networks globally, and the ongoing premiumisation trend of wine and spirit products. The alcoholic beverage market is highly diversified in the region due to variation in taste and preferences, as well as social and cultural behaviours.¹ Due to the increased demand for premium alcohol, the Asia Pacific alcoholic beverage market is expected to continue growing at a strong rate.²

“In a business landscape that has changed with the recent global events, we understand the need to adapt and evolve. By pivoting our show to an annual platform, we provide the opportunity for a stronger presence to industry professionals to cater to their business growth. By annualising ProWine Singapore and FHA, we are providing an annual platform to bring together Asia’s food and drink industry.” said **Mr Ian Roberts, Vice President, Informa Markets Asia**

ProWine Singapore is part of the ProWein Düsseldorf portfolio - the world’s leading marketplace for wines, spirits and craft drinks – which also include Shanghai, Hong Kong, Mumbai, and Sao Paulo. With ProWine Singapore 2022 some three months away, plans are in full swing with a robust showing of international wine and spirit labels,

¹ IWSR Drinks Market Analysis (2022)

² Mordor Intelligence (2022)



**International Trade Fair
for Wines and Spirits**

5 - 8 Sep 2022
Singapore Expo
www.prowine-singapore.com

Held alongside:



Supported by:



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Jointly organised by:



Informa Markets
103 Penang Road #04-01
Visioncrest Commercial
Singapore 238467
Email : pwsg@foodnhotelasia.com
Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 197000345C



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655
Email : info@prowineasia.com
Business Registration 199507124Z

wine-driven technology solutions and masterclass series by renowned experts. Many wine-growing regions of the world will be represented at ProWine Singapore, including country pavilions and groups from Australia, France, Germany, Italy, Portugal, Spain, among others. Trade visitors ranging from distributors and importers to professionals from specialist retail, food retail, hospitality, food service and catering, to decision makers from the airline and hotels sector are also expected.

Early booking packages for ProWine Singapore 2023 will be released soon and will be available for booking until the last day of the ProWine Singapore 2022 edition.

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About ProWine Singapore

A part of the ProWein World Series of leading wines and spirits trade fairs under the Messe Düsseldorf group, ProWine Singapore is a trade-focused platform for international wine producers to tap on the growth prospects of Southeast Asia. For more information, please visit www.prowine-singapore.com.

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across three key profiles – Food & Beverage, Food Ingredients and FoodTech. For more information, please visit www.fhafnb.com.

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany; across various sectors such as medical and healthcare, workplace safety, security and health, packaging, printing, plastics, wire and tubes, and wine and spirits. With extensive expertise in organising trade fairs in Southeast Asia, MDA has developed a portfolio of well-established trade fairs in the region since 1995. For more information, visit mda.messe-dusseldorf.com.

About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Media contacts:

Alvin Sim | Zarina Ann Muhammad
Email: alvin@mda.com.sg | zarina@mda.com.sg



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