

Southeast Asia's Largest Wine and Spirits Trade Fair, ProWine Asia (Singapore), Returns in 2020

The third edition of ProWine Asia (Singapore) invites wine and spirits aficionados and imbibers to explore and engage with some of the world's leading industry experts

Singapore, 03 December 2019 – ProWine Asia (Singapore), the region's leading wines and spirits trade fair returns for its third edition from 31 March to 3 April 2020 at the Singapore Expo, Hall 4. The four-day trade event, poised to bring together some of the best products and people from the industry, will feature a carefully curated showcase of 300 high-quality exhibitors from 30 countries and regions, including 15 national pavilions and country groups, and a knowledge-based line-up of tasting sessions, masterclasses, workshops and seminars.

Singapore topped the market with the highest potential for European and North American wine and spirits producers to enter over the next five years, according to the ProWein Business Report 2018. The report is the most comprehensive of its kind in the global wine industry and has been commissioned annually for the last three years, by ProWein - held in Düsseldorf - which is the world's largest International Trade Fair for Wines and Spirits, where ProWine Asia (Singapore) shares its global network and established expertise from. The report surveyed over 2,300 experts in the wine industry across 46 countries revealed another finding that puts the spotlight on Southeast Asia – in total, six Southeast Asian countries claimed the top 10 as emerging sales markets for producers and exporters.



International Trade Fair for Wines and Spirits

31 Mar – 03 Apr 2020
Singapore Expo, Hall 4

singapore.prowineasia.com

Jointly organised by:



Informa Markets

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What to expect at ProWine Asia (Singapore) 2020?

With growing interest and consumption in the region, and against the backdrop of changing millennial preferences and a rising affluent middle class, ProWine Asia (Singapore), provides a strategic business platform with the right setting for exhibitors, buyers and visitors to access a world of wines and spirits, glean insights on latest industry trends, and benefit from face-to-face networking – all to meet the needs and wants of the customer-consumers of today.

“Having been in the market for the past two editions of the fair and now into its third, it is essential for us to keep our ear to the ground, especially as Singapore grows in momentum to becoming the wine hub of the region and gateway to other Southeast Asian markets,” said Ms Beatrice J. Ho, Project Director at Messe Duesseldorf Asia - joint organiser of ProWine Asia (Singapore) 2020. “To this end, with ProWine Asia (Singapore) growing from strength to strength, backed by strong demand and interest, we are pleased to unveil an industry-tailored programming at our 2020 edition – aimed to encourage producers and retailers to engage in deep conversations, discuss market demands and needs, and forge new networks.”

As one of the region's most anticipated industry events of the year, here are the highlights some 7,500 trade attendees from key ASEAN markets of Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam can expect at ProWine Asia (Singapore) 2020:

- **Strong participation by 15 national pavilions and groups:** Signifying the relevance and draw of the Southeast Asian market as a region for success, representation from some of the best wine and spirit labels, solutions and concepts are



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expected from; Australia, Austria, Chile, France, Germany, Hong Kong, China, Hungary, Ireland, Italy, Portugal, Singapore, Spain, South Africa, and more spanning different origins, appellations, styles, terroir and varietal.

- **Discovery through curated experiences and itineraries:**

Celebrating markets and its diversities, curated itineraries will be designed for trade visitors which will be prioritised according to categories of interests. Offering a customised experience such as this will allow visitors to journey through the show floor in a more focused approach and get up-close-and-personal with the winemakers' themselves, as they learn about old to new world wines, the revival of *róse*, premium gin, rum and sake, to traditional and craft whiskies and beers.

- **Thought leadership takes centre stage:**

Priding itself as a knowledge-sharing platform, the 2020 edition will offer a rich programme with key topics as well as latest industry trends; from marketing to millennials, understanding standards and regulations in Southeast Asia, culture of private and bespoke labelling and more at expert-led masterclasses and seminars. WSET® Level 1 Award programmes in wines, sake and spirits, creative wine and culinary pairings and wine tasting sessions will also be part of the line-up.

- **Return of the popular Champagne Lounge:**

Presenting a dedicated showcase of champagne houses and winemakers in a setting that matches the art de vivre of the appellation, the *Champagne Lounge Asia – Singapore*, is a must-visit. The tasting area offers buyers the opportunity to select champagnes upon their criteria, and receive recommendations by professionals and an onsite oenologist.



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Co-location with FHA-Food & Beverage

Jointly organised by Messe Düsseldorf Asia and Informa Markets, ProWine Asia (Singapore) is held alongside [FHA-Food & Beverage](#). Expected to draw over 2,000 exhibitors and 48,000 trade attendees from across the globe, this synergistic co-location with FHA-Food & Beverage will provide the industry with a one-stop shop, easy access to a wide array of food, drinks, wines and spirits portfolios, as well as open up an unrivalled marketplace to forge cross-sector contacts and gain new leads.

For more information: <https://singapore.prowineasia.com/>

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ProWine Asia (Singapore) 2020 – [Facebook](#), [LinkedIn](#), [YouTube](#)

#PWA2020

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