

## ProWine Asia (Singapore) 2020 strengthens foothold in Southeast Asia with its 3<sup>rd</sup> edition

**Singapore, April 2019** – Asia-Pacific’s alcoholic beverage (beer, wine and spirits) market is expected to register a CAGR of 4.41% through to 2023, according to a recent report by Mordor Intelligence<sup>1</sup>. The market is growing at a rapid pace due to the increased demand for premium and super premium alcohol, with the most widely consumed type of alcoholic beverage being distilled spirits which represent 50% of the consumption in the Southeast Asian and Western Pacific regions.

At home, Singapore is witnessing a growing consumption and understanding of wine with local consumers preferring more premium offerings rather than mainstream or value wine products<sup>2</sup>. Based on data and analytics firm GlobalData<sup>3</sup>, Singapore’s wine market is set to grow by 5.1%, reaching a market value of US\$1.4 billion by 2021, while average wine consumption per capita is estimated to hit 4 bottles across the same forecast period.

### ProWine Asia (Singapore) 2020 – the International Trade Fair for Wines and Spirits

Against this backdrop of Southeast Asia’s highly attractive market and significant growth potential, the 3rd edition of ProWine Asia (Singapore), happening from **31 March to 03 April 2020 at the Singapore Expo, Hall 4**, will return with a trade-focused platform for international wine producers to tap on the growth prospects of Southeast Asia and reach out to key importers, distributors and suppliers.

A part of the ProWein World Series of leading wines and spirits trade fairs, the strategic and timely staging of ProWine Asia (Singapore) comes in line with key findings from the [ProWein Business Report 2018](#) commissioned by ProWein and conducted by the Geisenheim University in Germany;

- Singapore exhibits highest potential as new emerging export market for wine

<sup>1</sup> Asia-Pacific Alcoholic Beverage Market – Segmented by Product Type (Beer, Wine and Spirits), Distribution Channel (On Trade and Off Trade), and Geography - Growth, Trends, and Forecast (2018-2023), Mordor Intelligence

<sup>2</sup> Wine retailers could go online to tap into Singapore’s US\$1.4b market

<sup>3</sup> Wine market could grow to US\$1.4b in 2021, Singapore Business Review



### International Trade Fair for Wines and Spirits

**31 Mar – 03 Apr 2020**

Singapore Expo, Hall 4

[singapore.prowineasia.com](http://singapore.prowineasia.com)

Jointly organised by:



**UBM**

#### UBM

10 Kallang Avenue #09-16

Aperia Tower 2

Singapore 339510

Tel : (65) 6233 6688

Fax : (65) 6233 6633

Email : [pwa@foodnhotelasia.com](mailto:pwa@foodnhotelasia.com)

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 19700345C



Messe  
Düsseldorf  
Asia

#### 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](mailto:info@prowineasia.com)

Business Registration 199507124Z

- Southeast Asia looks to be the blue ocean for the industry, with Singapore, Vietnam, Thailand, Malaysia, Philippines and Indonesia topping the top ten list
- Old World wine producers from France (49%), Italy (51%) and Spain (45%) placed Singapore as their emerging market of choice along with 32% of New World wine producers

The report surveyed more than 2,300 experts in the wine industry from 46 countries on international wine markets, marketing trends, developments in online wine sales and the economic situation. The survey conducted in mid-2018, is considered the globally most comprehensive trend barometer of the international wine industry.

On the back of these findings, ProWine Asia (Singapore) 2020 – the largest of its kind in Southeast Asia and jointly organised by UBM and Messe Düsseldorf Asia – will bring to the industry a wide representation of international wine and spirit labels, an extensive scope of solutions and concepts for the region’s diverse consumer markets, as well as specialised masterclasses and seminars by industry speakers.

Highlights of ProWine Asia (Singapore) 2020 – your only gateway to Southeast Asia

Beyond presenting the best of the best of 300 leading exhibitors from 30 countries and regions, including 15 national pavilions and country groups, other focus areas at the trade fair include:

- **Special Zones: Champagne Lounge, Spirits Bar, Asian Wines and Home-Grown Craft Spirits and Beer**

Thematic showcases focused on Champagne and their growers, diverse profile of spirits, as well as Asian and Asian-inspired wines, gins and beers will invite targeted visitors

- **Skills and Knowledge Transfer Platform**

A full programme offering a varied range of activities will complement the show floors. These include specialised masterclasses by Masters of Wine (MW) and



**International Trade Fair for Wines and Spirits**

**31 Mar – 03 Apr 2020**  
Singapore Expo, Hall 4

[singapore.prowineasia.com](http://singapore.prowineasia.com)

Jointly organised by:



**UBM**

**UBM**

10 Kallang Avenue #09-16  
Aperia Tower 2  
Singapore 339510  
Tel : (65) 6233 6688  
Fax : (65) 6233 6633

Email : [pwa@foodnhotelasia.com](mailto:pwa@foodnhotelasia.com)

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 197000345C



Messe  
Düsseldorf  
Asia

**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](mailto:info@prowineasia.com)

Business Registration 199507124Z

industry speakers, tastings sessions as well as WSET® courses

- **One-Stop Shop for Wines, Spirits, and Food & Beverage**

Held alongside [FHA-Food & Beverage 2020](#) – which is expected to attract some 2,000 exhibitors and 48,000 trade attendees, both specialist trade fairs opens up an opportune setting to forge new industry networks across the synergistic wines and spirits, food and hospitality sectors

With a power-packed line-up and international showcase, the 3<sup>rd</sup> edition of ProWine Asia (Singapore) and a regional event of ProWein Düsseldorf, looks set to continue strengthening its foothold in Southeast Asia with 7,500 trade attendees, made up of wines & spirits importers, retailers, buyers, and purchase influencers expected on its show floors for the 2020 edition. Over 40% overseas visitorship has been projected with the majority coming from top 6 key markets of Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam.

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

*Join the social chatter:*

*ProWine Asia (Singapore) 2020 – [Facebook](#), [LinkedIn](#), [YouTube](#)  
#ProWineAsiaSingapore2020*

**-Ends-**



**International Trade Fair  
for Wines and Spirits**

**31 Mar – 03 Apr 2020**

Singapore Expo, Hall 4

[singapore.prowineasia.com](http://singapore.prowineasia.com)

Jointly organised by:



**UBM**

**UBM**

10 Kallang Avenue #09-16

Aperia Tower 2

Singapore 339510

Tel : (65) 6233 6688

Fax : (65) 6233 6633

Email : [pwa@foodnhotelasia.com](mailto:pwa@foodnhotelasia.com)

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 19700345C



Messe  
Düsseldorf  
Asia

**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](mailto:info@prowineasia.com)

Business Registration 199507124Z

**About the organisers:**

UBM - [www.ubm.com/singapore](http://www.ubm.com/singapore)

Messe Düsseldorf Asia - <http://mda.messe-dusseldorf.com/>

**Media Enquiries:**

**Juliet Tseng / June Seah**

UBM

Tel: +65 6233 6635 / +65 6233 6621

Email: [Juliet.Tseng@ubm.com](mailto:Juliet.Tseng@ubm.com) / [June.Seah@ubm.com](mailto:June.Seah@ubm.com)

**Fulvia Wong / Alvin Sim**

Messe Düsseldorf Asia

Tel: +65 6332 9649 / +65 6332 9621

Email: [fulvia@mda.com.sg](mailto:fulvia@mda.com.sg) / [alvin@mda.com.sg](mailto:alvin@mda.com.sg)



**International Trade Fair  
for Wines and Spirits**

**31 Mar – 03 Apr 2020**

Singapore Expo, Hall 4

[singapore.prowineasia.com](http://singapore.prowineasia.com)

Jointly organised by:



**UBM**

**UBM**

10 Kallang Avenue #09-16

Aperia Tower 2

Singapore 339510

Tel : (65) 6233 6688

Fax : (65) 6233 6633

Email : [pwa@foodnhotelasia.com](mailto:pwa@foodnhotelasia.com)

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 19700345C



Messe  
Düsseldorf  
Asia

**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](mailto:info@prowineasia.com)

Business Registration 199507124Z