

New dates all set for ProWine Asia (Singapore): 10 to 13 May 2022

Messe Düsseldorf Asia today announced that **ProWine Asia (Singapore)** will now take place from **10 – 13 May 2022**. The 2022 edition will be held alongside **FHA-HoReCa**, organised by Informa Markets, thus providing a dynamic pairing as platforms of choice to conduct business in Southeast Asia for the wines, spirits, foodservice and hospitality portfolios.

With the move to 2022, the wines and spirits industry will have more time for recovery and be better prepared to seize new opportunities as they emerge and put themselves on track to grow and thrive post pandemic. Plans are already in motion for ProWine Asia (Singapore) 2022, and will feature 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 international industry stalwarts.

Ms Beatrice J. Ho, Project Director, Messe Düsseldorf Asia, said: "As we strive to move forward in these challenging times, we are ready to hit the reset button and deliver on our promise of a high quality business platform for our exhibitors and visitors in 2022, with a strong international flavour and enhanced components such as curated visitor itineraries and content-rich programmes."

"We believe the refreshing co-location of ProWine Asia (Singapore) with FHA-HoReCa will drive more value to the marketplace, as well as offer a robust business platform for our international exhibitors and strong regional visitor base to expand their reach, and tap into the extended line-up of foodservice and hospitality suppliers."

The ProWine Asia (Singapore) team will be in touch with all exhibitors and partners to discuss their participation needs for 2022, as well as share opportunities and potential solutions to navigate Southeast Asia's alcohol landscape.

-- Ends --



**International Trade Fair
for Wines and Spirits**

10 - 13 May 2022

Singapore Expo

singapore.prowineasia.com

Jointly organised by:



**informa
markets**

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About ProWine Asia (Singapore)

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

About FHA-HoReCa

Where world's leading hotels, restaurants and café suppliers will gather to showcase the latest foodservice & hospitality equipment, products and services across five key profiles – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology; and Speciality Coffee & Tea – serving discerning distributors, importers, manufacturers and retailers from Asia, all under one roof. For more information, visit www.fhahoreca.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 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

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.

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