

April 15—17
2025

Tokyo
Japan



Tokyo

ProSpirits

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International Trade Fair
for Wines and Spirits

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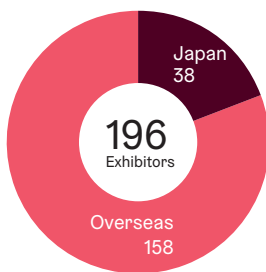
PROWINE TOKYO DEBUT IN 2024

ProWine Tokyo finally opened its doors as Japan's only professional wines and spirits trade fair from April 10th to 12th, 2024 in Tokyo Big Sight featuring 196 exhibitors from 20 countries.

Even from its first edition, ProWine Tokyo demonstrated high international participation attracting a significant number of overseas exhibitors (a remarkable 80.6%) who trust the „ProWein“ quality.



Exhibitors



TOP 5 countries

1. Spain		48 exhibitors
2. France		35 exhibitors
Japan		35 exhibitors
3. Germany		32 exhibitors
4. Portugal		19 exhibitors

Over 1,200 products from 25 countries/regions were presented at Tokyo Big Sight, of which more than 70% were not yet been imported into Japan.

Exhibitors' Evaluation

Satisfaction

Expectations met or exceeded:

74.5 %

Quality of Visitors

Expectations met or exceeded:

79.3%

Meetings with Targets

Expectations met or exceeded:

73.1%

Voice of Exhibitors

- „ProWine Tokyo stands for German precision and expertise in Japan. It is just as well organised as the 'original' ProWein in Germany.“ (Leitz / Germany)
- „We came with 26 exhibitors from all French regions. All of them can highlight the quality of visitors. As usual, ProWein fairs are very well organised. We will definitely be back!“ (Business France / France)
- “Many visitors came for the purpose of purchasing, with a notable presence of supermarket and retail store representatives, who are not often seen at other wine fairs. ProWine Tokyo was a well-organized trade show targeted towards professionals.” (PJ Corporation, Wine Importer / Japan)
- “ProWine Tokyo is very well organised and we were able to concentrate on good business for three days. We saw a large number of trade visitors come to our stand, including many importers, wholesalers, restaurants and also representatives of the press.” (Vaucluse / France)

Visitors

The eight exhibitions held concurrently, including ProWine Tokyo, welcomed a total of 55,214 visitors over three days, with over 90% of them from Japan. Approximately 75% of these were industry professionals with purchasing authority or influence. Exhibitors also gave high praise, noting the high quality of attendees who came for purchasing purposes and actively engaged in business discussions.

Visitor Number



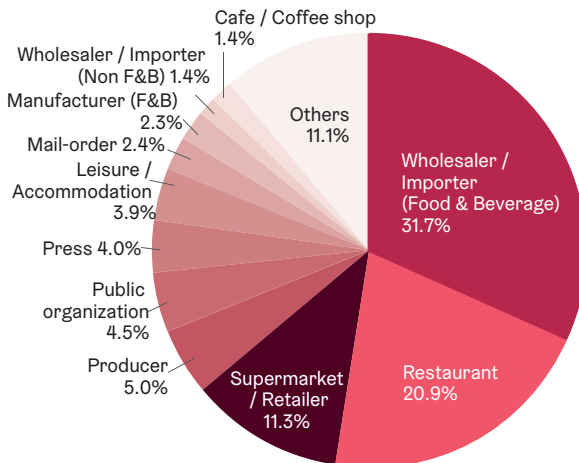
*the total from 8 exhibitions

Decision Makers

Having influence on purchase or purchasing authority:

74.4%

Visitor by Industry



Visitors' Evaluation

Satisfaction

Expectations met or exceeded:

71.3%

Purpose Achieved

Achieved to some extent or successfully:

94.1%

Voice of Exhibitors

„While the number of exhibitors was fewer compared to German ‚ProWein‘, I found it to be a very fruitful time as I could carefully examine each product and conduct thorough negotiations. It was very meaningful to efficiently find producers looking to enter the Japanese market.“ (Mail-order business / Japan)

KEY BUYERS

Wholesalers & Importers

COSTOCO WHOLESALE JAPAN, ENOTECA, FUJI TRADING, ITOCHU-SHOKUHIN, KATAOKA, KOKUBU GROUP, MEIDI-YA, MILLION TRADING, MITSUBISHI SHOKUHIN, NIHON SHURUI HANBAI, TOKO TRADING, TOKUOKA and many more...

Hotels & Restaurants

CONRAD TOKYO, HOSHINO RESORTS, HYATT REGENCY, IMPERIAL HOTEL, INTERCONTINENTAL HOTELS GROUP, MANDARIN ORIENTAL TOKYO, NEW OTANI HOTELS, ORIENTAL LAND, PALACE HOTEL TOKYO, THE OKURA TOKYO, THE RITZ-CARLTON TOKYO, TOKYO EDITION TORANOMON, TOKYO KAIKAN, TRUNK and many more...

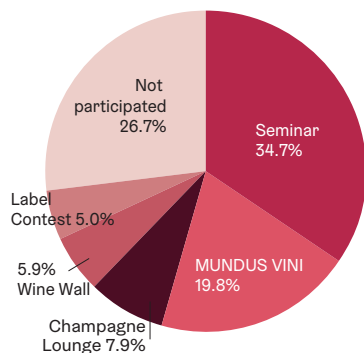
Retailers

AEON RETAIL, BIC CAMERA LIQUOR SHOP, CAMEL COFFEE, DAIMARU MATSUZAKAYA DEPARTMENT STORES, ISETAN MITSUKOSHI, KAKUYASU, LAWSON, LIQUOR MOUNTAIN, SEIJO ISHII, TAKASHIMAYA, THE MARUETSU and many more...

EVENT PROGRAM

Alongside the exhibition, ProWine Tokyo offered a diverse side event program including 11 FORUMS and 13 Master Classes, the MUNDUS VINI® tasting area, Spirits Bar, Label Contest, Champagne Lounge, and Wine Wall. Especially the seminars and forums, as well as the MUNDUS VINI® tasting area, received high praise from attendees who appreciated the insights into the industry's latest trends.

Most Interesting Program



MUNDUS VINI® Tasting Area

780 visitors came to taste 103 wines (incl. 14 non-alcoholic) awarded by MUNDUS VINI®, organized by Meininger Verlag from Germany, during three days.



FORUM & MasterClass



Mr. Patrick Schmitt MW from the UK delivered two special lectures on Champagne. Additionally, during the forum seminars, which focused on topics such as sustainability in the wine industry, non-alcoholic and low-alcohol wines, and geographical indication (GI) regions, industry experts shared insights gained from practical experience.

Satisfaction: FORUM

Good or very good:

93.9%

Satisfaction: MasterClass

Good or very good:

98.8%

Champagne Lounge



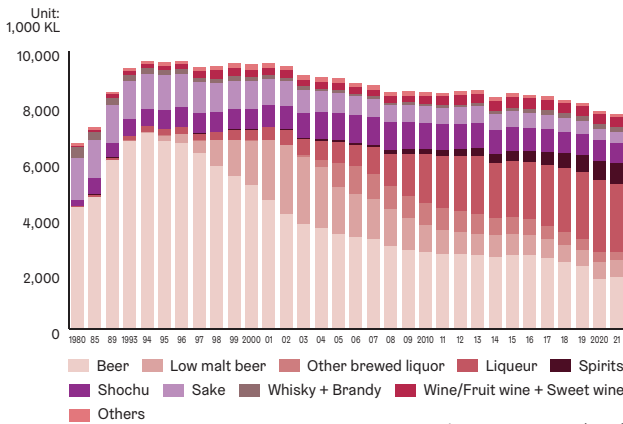
Champagne Bigar and Champagne Vollereaux showcased their high-quality Champagnes that may not be widely known yet, giving professionals in Japan the opportunity to discover them.

"At the premiere of ProWine Tokyo we were part of the Champagne Lounge. We presented our brand 'Champagne Emile Paris' and the interest was very high. Our aim was to find an importer in Japan and I think that ProWine Tokyo was an ideal platform for this." (Champagne Bigar)

WHY PROWINE TOKYO?

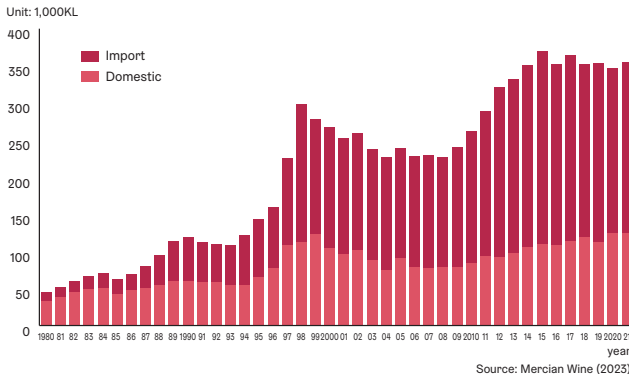
Tokyo is renowned as a gourmet city with over 220 Michelin-starred restaurants. Moreover, Japan has around 430,000 restaurants offering diverse global cuisines. Japanese enjoy this diversity and switch almost every day from fish to meat, appreciate every different sauces & spices. This openness is a huge appetite for every color of wines.

Drink Consumption in Japan



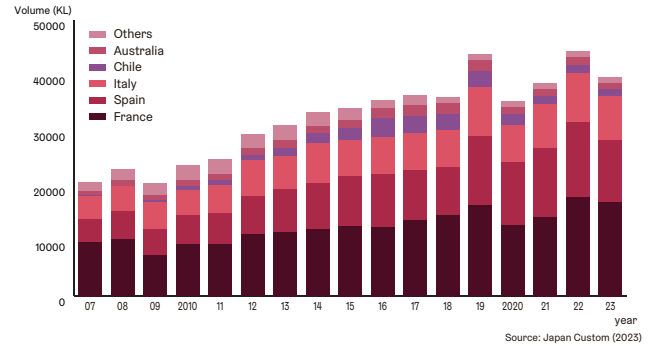
In 2021, total alcohol consumption in Japan was 7,994 KL. The consumption of wines and fruit wines has surged nearly sixfold since 1980, reaching 363,000 KL in 2021, despite an overall decline in consumption.

Increasing Wine Consumption in Japan



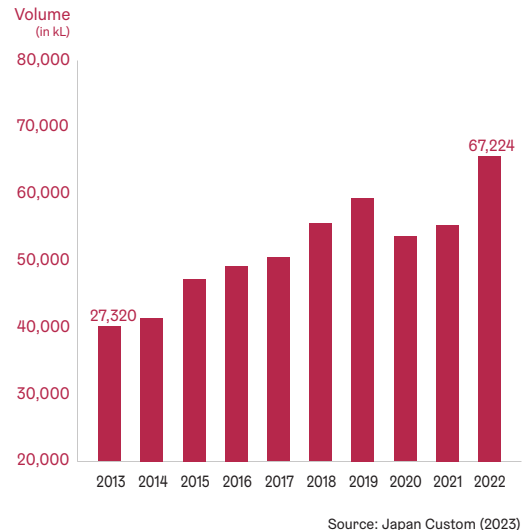
Japanese are also well known as Champagne lovers; according to statistics from the Champagne Committee, Japan ranks third in Champagne sales outside of France. Not only Champagne, but sparkling wine in general is consistently on the rise.

Import of Sparkling Wines



Since 2008, the Japanese whisky market has been steadily recovering, with domestic consumption on the rise. Imports of whisky have also seen a significant growth, approximately 2.5 times higher in both quantity and value compared to a decade ago.

Import of Whisky in Japan





BE PART OF PROWINE TOKYO!

ProWine Tokyo

15 – 17 April 2025

PROWINE TOKYO 2025

At a Glance

Trade Fair	ProWine Tokyo 2025
Date & Time	15-17 April 2025 (Tue. - Thu.) 10:00-17:00
Venue	Tokyo Big Sight East Hall 3
Scale	200 exhibitors / 200 booths (2024: 196 exhibitors from 20 countries / 176 booths)
Entrance Fee	JPY 5,000 *Free-of-charge for pre-registered visitors (trade visitor only)
Organized by	Messe Düsseldorf Japan Ltd.
Co-Events	FABEX Tokyo, Premium Food Show, ISM Japan & anuga select Japan
Supporters (tbc.)	Japan Sommelier Association Japan Wine and Spirits Importers' Association



Raw Space:

JPY 46,000 /m²

Standard Package:

JPY64,000 /m²

Pavilion (for group organizers only):

JPY 75,000 /m²

	Raw Space	Standard	Pavilion
Minimum space	18 m ²	9 m ²	36 m ²
Space	✓	✓	✓
Booth construction		✓	✓
Basic furniture & Power supply		✓	✓
Country tower design			✓

*All rates quoted in Japanese Yen (JPY), before tax.

Timeline

Application
July 2024 ~

Application Due
Nov. 29, 2024

Payment Due
Dec. 13, 2024

Stand Construction
April 13-14, 2025

ProWine Tokyo
April 15-17, 2025

Contact

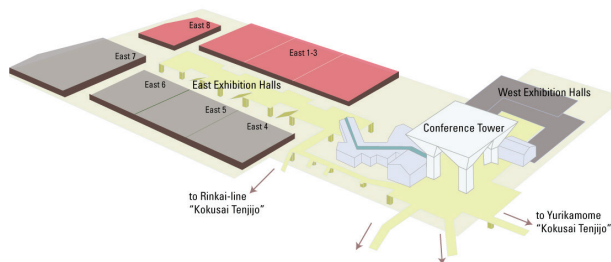


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Please contact [our representative office in your country!](#)



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16–18 March

2025

São Paulo

01–03 October

2024

Mumbai

08–09 November

2024

Shanghai

12–14 November

2024

Tokyo

15–17 April

2025

Hong Kong

14–16 May

2025

Singapore

21–24 April

2026



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