

April 2023, Japan

OVER 53,000 VISIT WINE & GOURMET JAPAN 2023

The final edition of Wine & Gourmet Japan before it transitions into ProWine Tokyo in 2024 concluded as successfully as it started.

Tokyo, Japan, 14 April, 2023 – Wine and Gourmet Japan 2023, which took place from April 12-14 at Tokyo Big Sight has concluded with success. The trade fair – Japan's leading international trade fair for wine and gourmet food – and partners attracted 53,015 visitors from around the world. This was the last edition under the management of Koelnmesse before it is rebranded as ProWine, under the management of Messe Düsseldorf.

Wine and Gourmet Japan 2023 provided a unique platform for exhibitors from over 13 countries and 106 regions to showcase their products and services. The trade fair featured a wide range of products, including wines, spirits, sake, cheese, appetizers, and other gourmet food products. The event was attended by wine and food professionals, buyers, importers, distributors, retailers, and other key decision makers from the East Asian region.

Commenting on Wine & Gourmet Japan returning after being postponed in 2022 due to the COVID-19 pandemic, Mr Miguel A. Martinez Massa, President of La Cámara de Comercio Hispano Japonesa remarked, "It was great to once again meet face to face with many key players in the wine industry from Japan and all over the world after not being able to do so last year."

The trade fair also hosted a series of seminars, workshops and matching sessions, which provided attendees with valuable insights into the latest trends and developments in the wine and gourmet food industry.

By passing on the Wine & Gourmet torch to Messe Düsseldorf, Koelnmesse further intensifies its concept of having a clear segmentation within trade fairs creating the best experience possible for exhibitors and visitors alike.

While the wine half of Wine & Gourmet Japan will become ProWine Tokyo, the gourmet half will transform into Anuga Select Japan – bringing the leading food fair Anuga with a selection of 4 segments to the Japanese market. Alongside the concurrent events of ISM Japan (organised by Koelnmesse), Dessert Sweets & Bakery Festival, FABEX, Food & Drink OEM Expo, Future Rice Fair, Premium Food Show and ProWine Tokyo, Anuga Select Japan will ensure a sharp profile to meet the needs of the East Asian market.

On the passing of the torch from Koelnmesse to Messe Düsseldorf, Managing Director of Koelnmesse Japan, Mr Makoto Takagi, said, "We are extremely pleased with the 13 years of success Wine and Gourmet Japan has seen. The platform has provided an excellent opportunity for wine and food professionals from around the world to network, do business and learn about the latest industry trends. We would like to thank all the exhibitors, visitors and partners who have contributed to making Wine



WINE AND GOURMET JAPAN - powered by ProWine
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and Gourmet Japan a success.”

Page

2/2

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Upcoming Food and FoodTec Events

ISM Cologne The world's largest trade fair for sweets and snacks
23.04. - 25.04.2023, Cologne, Germany

ANUFOOD China The leading food and beverage exhibition for Southern China
10.05. - 12.05.2023, Shenzhen, China

THAIFEX - Anuga Asia Re-imagine the future of the food and beverage industry
23.05. - 27.05.2023, Bangkok, Thailand

ANUFOOD India India's international exhibition on food and beverage trade and retail
07.09. - 09.09.2023, Mumbai, India

Koelnmesse – Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as Anuga, ISM and Anuga FoodTec in Cologne, Germany are established world leaders. Furthermore, Koelnmesse organises food trade fairs in growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand and the United Arab Emirates, which have different focuses and contents.

These global activities enable Koelnmesse to offer customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further information is available at:

<https://www.wineandgourmetjapan.com/fair/thefair/global-competence-in-food/>

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