

March 6, 2024
Messe Düsseldorf Japan Co., Ltd.

Japan's only Wine & Spirits exhibition „ProWine Tokyo 2024“ makes its debut at Tokyo Big Sight

- **Wide range of new options - Many products not imported from Japan will be displayed**
- **Forums & Seminars: Packed with hints for future**
- **Seeing the world – onsite programs**
- **Environmentally friendly event management – bring your cork**

Messe Düsseldorf Japan Co., Ltd. will be launching Japan's one and only wine & spirits business trade fair, “ProWine Tokyo,” for from April 10 (Wed.) to 12 (Fri.) at Tokyo Big Sight, East Hall.

ProWine Tokyo is a satellite event of "ProWein," the world's largest professional event which has been held in Düsseldorf, Germany for 30 years since 1994, there some 5,500 exhibitors gather from all over the world. Changing the German spell of “Wein” to “Wine,” ProWine has already been launched in Singapore, Shanghai, Hong Kong, Mumbai, and Sao Paulo, and now comes to Tokyo for the first time in April this year.

ProWine Tokyo aims to be not only a business platform for exhibitors, but also a stage for worldwide professionals to gain insights on trends and issues that the global wine & spirits industry is facing. Among numerous food & drink trade fairs in Japan, ProWine Tokyo will stand out as one and only event, specialized in wine & spirits. ProWine Tokyo assumes two responsibilities: “inspire the Japanese market” and “share insights toward challenges.”

Exhibits include wine, beer, sake, shochu & awamori, spirits, craft beverages, non-alcoholic and low-alcoholic beverages, accessories, and services. As of today, 175 exhibitors from 22 countries including pavilions of France, Germany, Spain, and Portugal are registered. 90% of them come from abroad, an unparalleled level of internationalization.

38 seminars will be featuring market trends and challenges, along with various on-site programs outlining global trends. Target audience includes importers, wholesalers, retailers, food service, government agencies, associations, press.

What can be done by this Wine & Spirits Specialized Event

Amid the pandemic, "remote party" became popular. At this post-covid time, there is a renewed appreciation toward face-to-face communication, and drink plays important role in both, whether with



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or without alcohol. On the other hand, recent trend includes "sober curious," gaining popularity especially in younger generation. This is a sign that the value of "drink" is shifting, not only among young people but across demographics.

A major challenge for suppliers' side is "sustainability." Addressing climate change is a must, but issue of employment, contribution to local economies is among the various challenges being tackled at the forefront worldwide.

At ProWine Tokyo, we aim to address these challenges and revitalize the Japanese market by gathering products and the latest information from around the world and highlighting them through forums and seminars.

Wide range of new options - Many products not imported from Japan will be displayed



Countries exhibiting with pavilions are France, Germany, Spain, and Portugal. Total number of countries/regions is 22, including Armenia, Australia, Austria, Canada, Chile, Mainland China, Hong Kong, Italy, Kazakhstan, Latvia, Moldova, South Africa, the Netherlands, Switzerland, UK, Ukraine, USA and

Japan. Joining brands are reaching 925 and 77% of them are not yet imported into Japan. This presents an excellent opportunity to encounter cutting-edge products.

Forums & Seminars: Packed with hints for future



Topics includes "sustainability," "non-alcohol," "inbound tourism," and "geographical indications (GI) of Japanese products." Tasting seminars featuring unimported wines will be also offered. Patrick Schmitt, Master of Wine and editor-in-chief of The Drinks Business is among our speaker, covering the forefront of Champagne & sustainability.

Seeing the world – onsite programs

"MUNDUS VINI" is Germany's international wine competition with over 7,500 entries from around the world. There will a free tasting lounge for 120 awarded wines, including 20 non-alcoholic wines!



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"Champagne Lounge," always loved at ProWein in Germany, will come to Tokyo. Visitors will find champagnes with high-quality yet now little known.

At **"Spirits Bar,"** bartenders will produce various ways to enjoy spirits, using products from exhibitors.

"Label Contest" will take place at the Wine Kingdom corner, focusing on labels that will stand out.

Environmentally friendly event management – bring your cork



Cork is a sustainable material that does not require deforestation, and its value as an alternative to petroleum-derived materials has been increasing. ProWine Tokyo is joining the "TOKYO CORK PROJECT," which focuses on recycling and developing original products. Bring cork from your home and put it in the box!

Event overview

Name: **ProWine Tokyo 2024**

Date: April 10 (Wed.) – 12 (Fri.), 2024, 10:00 - 17:00

Venue: Tokyo Big Sight, East Hall 7

Ticket: free entrance with pre-registration (limited to professional only)
5,000JPY will be charged onsite without pre-registration.

Organizer: Messe Düsseldorf Japan Co., Ltd.

URL : <https://prowine-tokyo.com/en>

Concurrent Events: FABEX Tokyo, ISM Japan, Anuga Select Japan, Premium Food Show

***Pre-registration is required. Please register from the official website below.**

<https://prowine-tokyo.com/en/visitors/>

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