

ProWine Hong Kong 2023: The Hub for Wine Trade in Asia

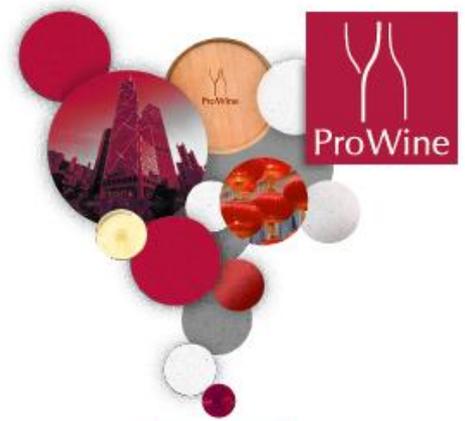
ProWine Hong Kong, as the first international wine and spirits trade fair to return to Hong Kong after the easing of the post-pandemic travel restriction, was successfully held at the Hong Kong Convention and Exhibition Centre from May 10 to 12. Industry professionals including exhibitors, trade visitors, and partners from around the world gathered here to discuss the future trends of the global wine and spirits market, and to share opportunities and challenges in the wine market. ProWine Hong Kong provides a gateway for global wine producers to expand their business into Asia, while also providing a high-quality platform for local buyers to source the best wine from around the world.

The 3-day event welcomed a total of 140 exhibitors from 12 countries and regions and received 11,733 trade buyers.

Strong recovery in the Asian wine market attracts enthusiastic national pavilions

At ProWine Hong Kong 2023, it was a pleasure to observe that wine producers from France, Germany, Italy, the United States, and the Chinese mainland, along with international and national pavilions, have chosen Asia as their primary target market. Wine enterprises are utilizing the ProWine Hong Kong business platform to reach a wider pool of potential customers and expand their business in Asia. The three-day trade fair was a testament to the thriving growth of the Asian wine market.

Mr. Peter Schmitz, Director of ProWein said: “We are very glad to organize ProWine Hong Kong 2023 as scheduled. As the first international wine and spirits trade fair in Hong Kong



Hong Kong

10 - 12 May 2023

International Trade Fair
for Wines and Spirits.

prowine-hongkong.com

As part of:



Supported by:



Organized by:



after the pandemic, though it is still another step to return the post covid for the wine business globally, we think Hong Kong is always one of the most important wine consumption markets and also the harbor to Northeast Asia market when we got the positive feedbacks from both exhibitors and visitors.”

Ian Roberts, Vice President Asia at Informa Markets said. "With totally attracted 42,556 visitors to ProWine Hong Kong and HOFEX, it is a very great number for the industry. By holding ProWine Hong Kong with HOFEX (Asia's leading food and hospitality trade show), we are able to attract together all the food and drink importers and distributors to this one stop platform. "

Hong Kong: the crucial convergence point for the thriving Asian wine market

Hong Kong, as a significant trading hub and port in the Asia-Pacific area, holds a pivotal position in advancing the Asian wine market. During ProWine Hong Kong 2023, great variety French wine regions were shown under the umbrella of Business France, and German wines were presented with a national pavilion supported by German Wine Institute as one of the national pavilions as well in ProWine Hong Kong 2023. Italian Trade Commission also showcased their country's best wines this year during the fair. In addition, Ningxia Helan Mountain's East Foothill Wine Region, introduced a variety of Chinese fine wines to ProWine Hong Kong 2023. ProWine Hong Kong brought together local and international wine producers to explore new prospects and opportunities in the burgeoning Asian wine market.

Brilliant concurrent events and fascinating trend-setting discussions

ProWine Hong Kong 2023 featured an array of nearly 30 forums, masterclasses, and conferences. The high caliber of these events attracted professionals eager to learn from the



Hong Kong

10 - 12 May 2023

International Trade Fair
for Wines and Spirits.

prowine-hongkong.com

As part of:



Supported by:



Organized by:



world's leading wine gurus. Esteemed Debra Meiburg MW, Corinne Mui, an award-winning wine & sake educator and writer and many other industry celebrities engaged in lively discussions on cutting-edge topics, such as The Future and Development of Wine in Asia promoting the wine market in Asia Pacific. The trade visitors at ProWine Hong Kong expressed great satisfaction with these industry-focused events.

ProWine Hong Kong 2025

ProWine Hong Kong will return on May 14-16, 2025, to continue its success story. The powerful ProWein World network will offer more exciting events around the world:

ProWine Sao Paulo 2023, October 3 to 5

ProWine Shanghai 2023, November 8 to 10, "**10th anniversary**"

ProWine Mumbai 2023, November 24 to 25

ProWein in Düsseldorf 2024, March 10 to 12

ProWine Tokyo 2024, April 10 to 12

ProWine Singapore 2024, April 23 to 26

ProWine Hong Kong 2025, May 14 to 16

Your Press & Media Contact

ProWein World / Messe Düsseldorf GmbH

Christiane Schorn / Monika Kissing / Brigitte Küppers

Tel: +49 211 45 60 991 / +49 211 4560 543 / +49 211 4560 994

Email: schornc@messe-duesseldorf.de / kissingm@messe-duesseldorf.de
[/kueppersb@messe-duesseldorf.de](mailto:kueppersb@messe-duesseldorf.de)



Hong Kong

10 - 12 May 2023

International Trade Fair
for Wines and Spirits.

prowine-hongkong.com

As part of:



Supported by:



Organized by:

