



ProWine

HALF THE WORLD IS WAITING

5 – 8 September 2022, Singapore Expo

International Trade Fair
for Wines and Spirits.

singapore.prowineasia.com

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WORLD'S LEADING WINES & SPIRITS TRADE FAIR STRENGTHENS FOOTHOLD IN SOUTHEAST ASIA WITH ITS 3RD EDITION!

A part of the ProWein World series of leading wines and spirits trade fairs, the 3rd edition of ProWine Singapore returns with a trade-focused platform for international wine producers to tap on the growth prospects of Southeast Asia and reach out to key importers, distributors and suppliers.

The largest of its kind in Southeast Asia, ProWine Singapore 2022, jointly organised by Messe Düsseldorf Asia and Informa Markets, 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 industry speakers.

As a regional event of ProWein Düsseldorf and held alongside FHA-Food & Beverage, the specialist trade fair provides an opportune setting to forge new industry networks across the synergistic wines and spirits, food, drinks and hospitality sectors.



SIGNIFICANT GROWTH POTENTIAL IN SOUTHEAST ASIA

According to Mordor Intelligence's report on the global wine market, wine consumption is growing rapidly—fourfold since 2000—in the Asian markets, with Asia-Pacific accounting for 16% of global wine imports.

Domestic Consumption – Growing Middle Class

Mass affluent consumers will account for 21% of the region's population by 2030

Diverse Cuisine in Southeast Asia – Pairing with Greater Variety Of Wines

Majority of consumers think it is 'important' or 'very important' to buy wine that compliments food

Sharing the Drinking Experience – More Informed Consumers

Increase in frequent drinkers, wine connoisseurs, as well as the growth of white wine in red-dominating markets

Broadening of Purchase Channels

Growth in online channels as consumers' shopping patterns shift to top-up and impulse purchasing



A NEW FRONTIER

Recalibrating Online Channels

As a result of the pandemic, both producers and retailers completely realigned their marketing with a very strong focus on all online channels

Focusing on New Sales Channels

One in three consumers now expects premium wines to be sold via food retailers in the future

Companies from all parts of the wine value chain agree that digitisation will play a much stronger role in the wine industry

Transforming Consumer Behaviour

Retailers observed a higher willingness to spend among consumers (as a compensation for the lack of travel)

More price-sensitive customers expected in the future

Increase in demand for regional and sustainably produced wines

WHY SINGAPORE?

Growing Consumption and Understanding of Wine

Between 2021 and 2025, alcohol consumption in Singapore expected to increase by an average annual growth rate of 2.6%

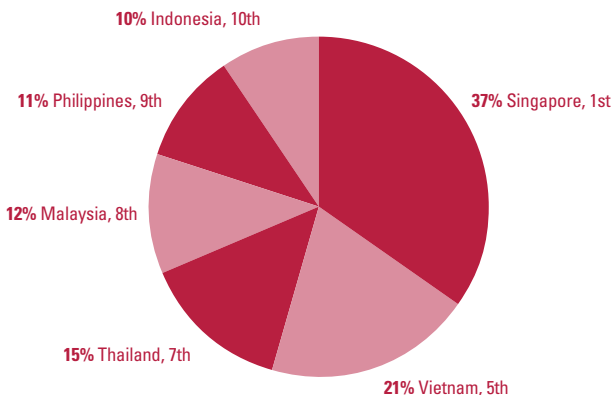
Younger consumers are **more willing to explore new trends and flavours**. Newfound knowledge and interest have shaped their preferences and made them more open

Burgeoning Online Alcohol Market

Internet retail continues to be the **fastest growing off-trade channel for alcohol**. This trend is likely to persist with specialty online wine retailers appealing to an internet-savvy consumer base seeking convenience

New Emerging Export Markets for Wine – Singapore Exhibits Highest Potential

Southeast Asia looks to be the blue ocean for the industry – with Singapore, Vietnam, Thailand, Malaysia, Philippines and Indonesia in the **top 10**



Old World wine producers from France (49%), Italy (51%), and Spain (45%), place Singapore as their emerging market of choice along with 32% of New World producers

Source: the IWSR, Wine Intelligence Ltd, Globe Media Asia, WARC, Boston Consulting Group (BCG), Southeast Asia Globe, ProWein Business Report, GlobalData, Spirited Singapore, Cellar Asia, The Spirit Business, CNA luxury

HIGHLIGHTS OF PROWINE SINGAPORE 2022 – YOUR ONLY GATEWAY TO SOUTHEAST ASIA

Strong Regional Visitor Base

Top six key visitor markets are from ASEAN countries: Singapore, Indonesia, Malaysia, Philippines, Thailand and Vietnam

Special Zones: Champagne Lounge, Spirit Bar, Asian Wines and Home-Grown Craft Spirits and Beer

Thematic showcases focused on Champagne and their growers, diverse profile of spirits, as well as Asian and Asian-inspired wines, gins and beers will invite targeted visitors to visit and network.

Skills and Knowledge Transfer Platform

A full programme offering a varied range of activities will complement the show floors. These include specialised masterclasses by Masters of Wine (MW) and industry speakers, tasting sessions, as well as WSET® courses.

One-Stop Shop for Wines, Spirits and Food & Beverage

Held alongside **FHA-Food & Beverage 2022**, take advantage of the synergistic cross-over value and forge strong collaborations and business contacts between the wines, spirits, food, drinks and hospitality industry.





Exhibit Profile

- Champagne
- Dessert Wines
- Fortified Wines
- Fruit Wines
- Low Alcoholic Wines
- Organic Wines
- Sake
- Seminars and Wine Education
- Sparkling Wines
- Spirits / Craft Spirits
- Still Wines – Red
- Still Wines – Rose
- Still Wines – White
- Vegan Wine
- Wine Equipment & Accessories
- Wine-Related Services
- Wine-Related Technologies
- Other Alcoholic Beverages (Beer / Craft Beer, Cider, Stout)

“Southeast Asia is an exciting and fast-growing new market for our winery. We have placed our orientation in this market as we believe it will be a very important region for wine business in the near future. On our end, we are pleased to have met with new customers from Southeast Asia and beyond.”

Mr Ricardo Aleixo

Real Cave do Cedro

“2018 was the first year we exhibited in Asia and were on the lookout for importers from this region. We are pleased to report that we were impressed by the quality of visitors at our stand. Thanks to ProWine Singapore, we now have three importers in Asia, two from the Philippines and one from Sri Lanka.”

Ms Christine Andrews

Business Development Manager Asia
Cape Wine Exporters



**65% OF VISITORS WHO VISITED
PROWINE SINGAPORE 2018
PLACED ORDERS AT THE TRADE
FAIR**

**80% OF VISITORS FOUND
NEW SUPPLIERS, AGENTS AND
PRINCIPALS**

Targeted Visitor Profile

- Wine & Spirits Importers / Distributors / Wholesalers
- Wine & Spirits Retailers
- Wine & Spirits Accessories Importers / Distributors / Wholesalers / Retailers
- Wine Brokers / Investors

Influencers on Wine & Spirits Purchases:

- Sommeliers
- Bartenders
- F&B Managers
- Chefs

Purchasers from:

- Airlines / Cruise Liners / Rails
- Bars / Pubs / Clubs
- Duty-free Retailers
- Hotels / Resorts
- Hypermarkets / Supermarkets / Convenience Stores
- Institutional Caterers
- Restaurants
- Trade Associations



“ProWine Singapore is the region’s leading wines and spirits show. I came here to source for wines and sakes, and was surprised at the volume and range on show. I am glad that I could achieve what I came here for, and will certainly recommend this trade fair to wine producers and distributors in the region.”

Mr Andrew Neo

Business Owner
W Wine & Liquor Warehouse

“This is a great start to have some of these Asian wines being featured at an exhibition, which is really a gem for ProWine Singapore. There have been many new developments in the Asian wine regions which will keep on growing. I look forward to seeing more at the next edition.”

Ms Widya

President of the Indonesia
Sommelier Association
Bali Chapter



GET IN TOUCH WITH US



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**ProWein takes you to the
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Düsseldorf	27 – 29 March 2022
Singapore	05 – 08 September 2022
São Paulo	27 – 29 September 2022
Shanghai	08 – 10 November 2022
Hong Kong	10 – 12 May 2023

***Book your
ticket today!***
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