

## **ProWein goes Japan**

**"Wine" section of Wine & Gourmet Japan will become ProWine Tokyo from 2024 onwards**

After the USA and China, Japan is the world's third biggest economic market with a unique, very demanding food and drink culture. For 2022 the per-capita-turnover for wine is forecast at around Euro 66, which is clearly above the global per-capita turnover of Euro 37 (Source: Statista). This makes Japan the ideal location for ProWine Tokyo as a satellite event of ProWein – International Trade Fair for Wines and Spirits.

The befitting setting for ProWine Tokyo is provided by FABEX organised by special-interest publisher Japan Food Journal. It is held on an annual basis concurrently with a series of other trade fairs for gourmet food and beverages at the Big Sight exhibition centre in Tokyo providing a comprehensive overview of the sector. So far, the wine and spirits segment as part of the food trade fairs used to be covered by Wine & Gourmet Japan. Messe Düsseldorf is now taking over the "Wine" section from Wine & Gourmet Japan. The theme of wines and spirits will be incorporated into the new ProWine Tokyo from 2024; Wine & Gourmet Japan - powered by ProWein will be held as early as 2023 (April 12 to 14).

Like Wine & Gourmet Japan, ProWine Tokyo will always be held parallel to the large FABEX with its other five food fairs Dessert Sweets& Bakery Festival, Food & Drink OEM Matching Expo, Japan Noodles Industry Fair, Premium Food Show and ISM Japan. The latest edition in 2019 attracted 917 exhibitors from 19 countries and 78,024 visitors to this important industry get-together.



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“With ProWine Tokyo we help our customers become successfully established on this very dynamic market in Japan. Its growth potential is enormous especially thanks to the free trade agreement with the European Union that entered into force in February 2021. But we also see some important sales markets are currently declining and Japan is an attractive alternative for many producers. On account of the partnership with FABEX we are operating in a very appealing setting. All in all, we are very confident to create added value for the sector with ProWine Tokyo,” says Michael Degen, Executive Director at Messe Düsseldorf and Chairman of the Board Messe Düsseldorf Japan.

Likewise, the organiser of FABEX, the renowned Japan Food Journal, welcomes the current development at the Tokyo trade fair location. “The Japanese wine and spirits market is very high profile making above-average demands on quality. This is why we are very pleased that our customers will in future be able to benefit from the ProWine competence,” comments Katsuki Hirayama, Vice President of the Japan Food Journal.

### **ProWine as a strong partner of the international industry**

ProWine is the most relevant meeting point for professionals from the wine and spirits sector worldwide. Welcoming 5,724 exhibitors from 62 countries and well over 38,000 trade visitors from 145 nations this year’s ProWine in Düsseldorf was the central industry event and most important international business platform. ProWine started in 1994 with 321 exhibitors from eight countries, and reached its preliminary climax prior to the pandemic for its 25th anniversary in 2019 posting 6,900 exhibitors from 64 nations and 61,560 visitors from 143 countries. By now ProWine and its ProWine spin-offs are represented at numerous locations in Asia and South America, including Shanghai, Hong Kong, Singapore, Sao Paulo and Mumbai.



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## ProWein World - the forthcoming dates:

- ProWine Sao Paulo: 27 to 29 September 2022
- ProWine Mumbai: 17 to 18 October 2022
- ProWine Shanghai: 8 to 10 November 2022
- ProWein 2023 in Düsseldorf: 19 to 21 March 2023
- Wine & Gourmet Japan – powered by ProWein (from 2024 as ProWine Tokyo): 12 to 14 April 2023
- ProWine Singapore: 25 to 28 April 2023
- ProWine Hong Kong from 10 to 12 May 2023

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### **ProWein on all channels:**

<https://www.facebook.com/ProWein.tradefair>

[https://www.instagram.com/prowein\\_tradefair](https://www.instagram.com/prowein_tradefair)

<https://www.linkedin.com/showcase/prowein-tradefair/>

<https://twitter.com/ProWein>



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