



ProWine



THE TASTING OF EXCELLENT BUSINESS

Hong Kong, 10 – 12 May 2023

香港

International Trade Fair
for Wines and Spirits.

www.prowine-hongkong.com

As part of:



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PROWINE HONG KONG 2021: FUTURE CAN BE EXPECTED 圓滿閉幕，未來可期

ProWine Hong Kong - the international trade fair for wines and spirits - returned to Hong Kong on 7 - 9th September 2021. The exhibition has become a special local wine trade fair of extraordinary significance.

2021年9月7日至9日，ProWine Hong Kong再次登陸香港盛大舉行。2021年ProWine Hong Kong的歸來成就了一屆意義非凡的本地葡萄酒貿易展會。



As the only local wine and spirits trade fair in 2021, ProWine Hong Kong attracted 2,263 registered trade professional and business visitors, alongside with food and hospitality professional visitors from HOFEX, reaching 20,000+ visitors for the 3-day event. The result reflects the major efforts of the organisers of ProWine Hong Kong in promoting the exhibition to the audience, even facing the pressure of the COVID-19.

作為2021年城中唯一的葡萄酒及烈酒貿易展會，ProWine Hong Kong共吸引了2,263名專業訪客入場參觀，並和HOFEX 2021在這個連續三天的盛會一同錄得超過20,000名訪客。這項佳績反映了ProWine Hong Kong的主辦方即使面對新冠肺炎疫症，仍為業界致力推廣。

ProWine Hong Kong 2021 offered global producers a business expansion gateway to Asia. At the same time, the trade fair also offered regional importers a platform to source the latest and best-selling wines, spirits, and solutions for trade professionals in the industry.

ProWine Hong Kong 2021 為葡萄酒生產商拓展亞洲業務提供了多元化平臺。同時，地區進口商亦能在此獲取最前沿、最暢銷的葡萄酒與烈酒以及貿易解決方案。





"PROWINE HONG KONG 2021, AS A SPECIAL EXHIBITION DURING THE COVID-19, CAN STILL BE HELD AS SCHEDULED, FULLY DEMONSTRATING THE IMPORTANT STRATEGIC POSITION OF PROWINE HONG KONG AS A PLATFORM. THE SCHEDULED HOLDING OF PROWINE HONG KONG 2021 REPRESENTS PROWINE'S CONFIDENCE AND EXPECTATIONS IN THE WINE AND SPIRITS MARKET IN HONG KONG AND EVEN THE ASIA-PACIFIC REGION."

MICHAEL DEGEN
EXECUTIVE DIRECTOR
MESSE DÜSSELDORF GMB.

"ProWine Hong Kong 2021作為疫情期間這樣特殊的展會仍然可以如期舉辦，充分彰顯了ProWine Hong Kong這一平台的重要地位。ProWine Hong Kong 2021能夠如期舉辦代表了ProWine對於香港乃至亞太區葡萄酒及烈酒市場的信心和期許。"

杜塞爾多夫展覽集團
常務董事
Michael Degen

"IN 2021, PROWINE HONG KONG CELEBRATE AT HONG KONG AS SCHEDULED AND IT IS STILL SUPPORTED BY MANY AUDIENCES. WE ARE VERY PLEASED. THIS REFLECTS THE STRENGTH AND DEVELOPMENT OF WINE AND SPIRITS MARKET IN ASIA. PROWINE HONG KONG IS ENTERING A NEW DYNAMIC PHASE AS IT BECOMES MORE INTEGRATED AND INTERACTIVE WITH TRADE OPERATORS. IT IS BELIEVED THAT WHEN THE NEXT EXHIBITION COMES, PEOPLE WILL SEE A MORE GRATIFYING EXHIBITION FROM PROWINE HONG KONG."

IAN ROBERTS
VICE PRESIDENT ASIA
INFORMA MARKETS

"ProWine Hong Kong 2021在香港能夠如期舉辦且得到眾訪客支持，我們感到非常欣慰。這樣也證明了葡萄酒及烈酒市場在亞洲的實力和潛力。隨著與貿易商的緊密合作和聯繫，ProWine Hong Kong也進入了充滿活力的新一頁。相信下一屆展會來臨之際，大家也能看見ProWine Hong Kong 更佳的表現。"

英富曼會展集團
亞太區副總裁
Ian Roberts





" WITH THE CURRENT PANDEMIC CONDITIONS PREVENTING INTERNATIONAL ATTENDEES AND EXHIBITORS, TASTING RESTRICTIONS AND REDUCED SCALE OF THE SHOW, WE WERE VERY PLEASANTLY SURPRISED BY THE QUALITY OF VISITORS AND ORGANIZATIONS OF PROWINE HONG KONG AT HOFEX 2021. THE SHOW DELIVERED ABOVE AND BEYOND ON ITS' PROMISES IN THESE CHALLENGING TIMES, GENERATING QUALITY MARKETING AND BUSINESS NETWORKING OPPORTUNITIES, ALLOWING US TO SIGN NEW CUSTOMERS IN INDEPENDENT AND LARGE-SCALE F&B AND RETAIL OPERATIONS! "

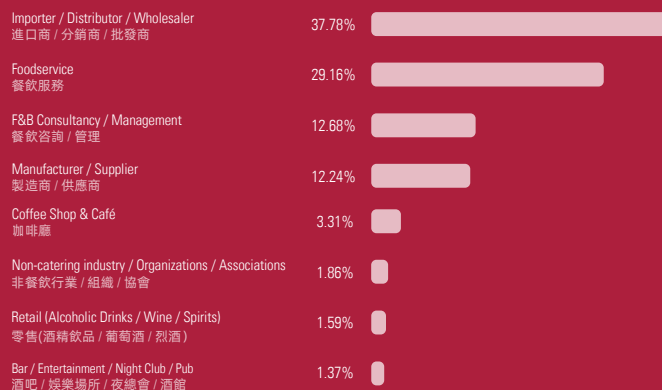
DAMITH WEERAKOON
DIRECTOR OF MARKETING & OPERATIONS
MILESTONE BEVERAGES HK LIMITED

“雖然當前的新冠疫情阻礙了國際觀眾和參展商的到來，而試食區域受到限制以及展會規模相應縮小，但是參與 ProWine Hong Kong 和 HOFEX 2021的訪客數字與品質並未因此降低。在這個充滿挑戰的時代，展會超越了其承諾，並創造了優質的行銷和商業網絡機會，使我們能夠與更多高品質和具有規模的餐飲與零售企業的客戶合作。”

Milestone Beverages HK
行銷與運營總監
Damith Weerakoon



VISITORS BY INDUSTRY 觀眾行業分析



Source / 數據來源: ProWine Hong Kong 2021



" I AM SUPER PLEASED TO SEE PROWINE HONG KONG' S PROCEEDING WHICH IS A VERY NECESSARY EXHIBITION FOR THE WINE TRADE. THE ORGANIZERS' STRICT EPIDEMIC PREVENTION MEASURES MADE EVERYONE PRESENT FEEL VERY SAFE AND ASSURED. TODAY'S HONG KONG MARKET IS MORE LIKE HOME CONSUMPTION, AND THE MID-MARKET IS GETTING STRONGER. THIS ENCOURAGES DISTRIBUTORS AND IMPORTERS TO CHANGE THEIR ORIGINAL BUSINESS MODELS TO FIND BETTER BUSINESS OPPORTUNITIES IN THIS SPECIAL TIMING. "

DEBRA MEIBURG MW

”對於葡萄酒行業而言，ProWine Hong Kong 已成為不可或缺的貿易平臺。主辦方嚴格的防疫措施讓我們到場的每一位都感到非常的安心。如今的香港市場更偏向本地銷售且中端市場正在日趨強化。這也促使經銷商、進口商改變原有的經營模式才能在這段與以往不一樣的時期找到更好的商機。”

葡萄酒大師
Debra Meiburg MW

Like previous editions, ProWine Hong Kong 2021 was held concurrently with HOFEX. Remarking its 34 years of excellence, HOFEX – Asia's Leading Food & Hospitality Tradeshow

has been taking the industry on numerous extraordinary journeys of culinary and delicacy from all over the world, bringing the most comprehensive selection of Food & Drinks, Hospitality Equipment & Supplies products to Asia. Furthermore, the 2021 edition has added two special features, Natural & Organic Asia and Retail Asia Conference & Expo, which were also held concurrently with ProWine Hong Kong 2021. ProWine Hong Kong 2021 realised the multi-exhibition linkage and created a cross-industry comprehensive exhibition in 2021, showing its very own charm.

與往屆相同，ProWine Hong Kong 2021 與 HOFEX 同期舉辦。作為擁有34年歷史的業界翹楚，HOFEX將環球上乘美食、高級飲料、頂尖款待設備引入亞洲。HOFEX現為亞洲首屈一指國際食品餐飲及酒店設備展，為無數買家帶來非凡採購體驗。此外，本屆展會還新增了香港天然有機產品展覽會（Natural & Organic Asia）及亞洲零售論壇暨博覽會（Retail Asia Conference & Expo），與 ProWine Hong Kong 2021同期舉行。2021年的ProWine Hong Kong實現了多展聯動，和展示了它獨有的魅力。

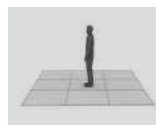


ProWine Hong Kong will return in glory from 10 to 12 May in 2023. At that time, many overseas exhibition groups will return, and there will be other exciting exhibitions such as HOFEX to be held concurrently, bringing you a one-stop platform for trade and communication. We are looking forward to your arrival!

ProWine Hong Kong 將於2023年5月10日至12日再次榮耀回歸，屆時不僅將迎來許多海外展團的回歸，還會有諸如HOFEX等精彩紛呈的同期展會為您帶來一站式貿易溝通交流的平臺，期待您的蒞臨！

Book Your Booth Now! 立即預定展位！

ProWine Hong Kong
10 - 12 May 2023



Space Only (Minimum 18m²)

光地展位 (18平方米起)

Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand. Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

Price: US \$ 490 per m²



Walk on Package (Minimum 9m²)

Clean and stylish in earthy colors, ideal for presenting red & white wine selections and spirits.

標準展位 (9平方米起)

設計簡潔時尚，配色自然，適合展示紅白葡萄酒系列和烈酒

Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 2, 500W Square Pin Socket x 1, White Chair x 2, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 1, 0.5m Tall Showcase x 1, 1mH Information Counter x 1, 1 sqm Storeroom x 1

Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

Price: US \$ 545 per m²



Premium Package (Minimum 18m²)

Upscale and refined with rich colours and stylish structural features, ideal for highlighting an exclusive collection of wines & spirits.

特級展位 (18平方米起)

高檔精緻，色彩豐富，結構設計時尚，適合突出展示精品葡萄酒及烈酒系列

Banner Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 3, 70W Longarm HQI x 2, 500W Square Pin Socket x 1, White Chair x 3, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 2, 0.5m Tall Showcase x 1, 1mH Information Center x 1, 1 sqm Storeroom x 1

Further booth colors, carpet colors and furnishing can be ordered separately in exhibitor manual.

Price: US \$ 585 per m²

Additional Insurance Participation Fee of Each Contract: US\$ 200.00
每份合同的附加保險費：200美元



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08 - 10 November 2022

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Hong Kong

10 - 12 May 2023

***Book your
ticket today!***
prowein-world.com

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