

**HONG KONG
CHINA**



ProWine

HONG KONG

*OPPORTUNITY
THROUGH
DIVERSITY*

**10 – 12
MAY 2027**

International Trade Fair
for Wine & Spirits

國際葡萄酒與烈酒貿易展覽會

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PROWINE HONG KONG 2025 SHOW REVIEW: CONNECTIVITY, CONTENT AND CONVERGENCE TO SHAPE A NEW TRADE LANDSCAPE

「全球鏈接、內容深耕、渠道融合」 共塑酒類貿易新生態

ProWine Hong Kong 2025 concluded successfully on May 16 at the Hong Kong Convention and Exhibition Centre. Against the backdrop of dynamic changes in the global wines and spirits industry, the show welcomed 12,090 trade visitors, with nearly 200 exhibitors from over 20 countries and regions—once again serving as a key bridge between international partners and buyers from Greater Bay Area and Northeast Asia.

5月16日，ProWine Hong Kong 2025在香港會議展覽中心圓滿落幕。在全球酒類市場面臨結構性調整的背景下，展會匯聚了來自20多個國家和地區的近200家展商，迎來了12,090名專業觀眾，持續發揮連接全球酒業與大灣區及東北亞市場的橋樑作用。



This year's edition not only offered an efficient platform for business engagement but also served as a vital forum for market insights and international collaboration. With a globally diverse exhibitor profile and high-quality supporting events, participants gained both commercial opportunities and strategic foresight. Throughout the event, exhibitors and trade visitors engaged in meaningful dialogue on the current industry landscape and future outlook, reinforcing Hong Kong's status as a regional hub for the wines and spirits trade.

本屆展會不僅為行業搭建了務實高效的貿易對接平台，也成為洞察市場趨勢與開展國際合作的重要窗口。藉助高度國際化的展商陣容與高質量的配套活動，與會者在此收穫了寶貴的商貿機會與前瞻洞見。展會期間，來自世界各地的展商與專業買家就行業現狀與未來發展展開深入交流，進一步鞏固了香港作為區域酒類貿易樞紐的核心地位。

REINFORCE HONG KONG'S STRATEGIC ROLE AS A REGIONAL HUB WITH GLOBAL REACH

以全球視野構建區域樞紐 強化香港酒類貿易連接力

ProWine Hong Kong 2025 continued to reflect the international vision and high standards of the ProWein brand. With a diverse exhibitor lineup from over 20 countries and regions across Europe, the Americas, and Asia and beyond, the show featured a dynamic range of offerings spanning both core categories—wines and spirits—further solidifying Hong Kong's strategic role in the global supply chain.

ProWine Hong Kong 2025延續了ProWein一貫的國際視野與專業水準，集結了來自歐洲、美洲、亞洲等二十餘個國家和地區的多元展商陣容，展品涵蓋葡萄酒與烈酒兩大核心板塊，強化香港在酒類供應鏈中的戰略聯通角色。



Despite market headwinds, the show proved highly effective in facilitating business between exhibitors and professional buyers across distribution, hospitality, food service, e-commerce, and retail. The diversity and professionalism of the audience highlighted the enduring appeal and commercial relevance of ProWine Hong Kong in the Greater Bay Area China and Northeast Asia region.

儘管市場環境充滿挑戰，展會依然為參展商與專業買家搭建起高效對接的務實平台。來自進口、經銷、酒店、餐飲、電商、零售等多個渠道的專業觀眾齊聚一堂，共同探討行業趨勢，發掘市場機會，充分體現出ProWine Hong Kong在大灣區及東北亞市場的持續號召力與平台價值。

International participation remained a key highlight. Germany brought its largest national pavilion to date, while Spain showcased dual official pavilions from D.O. Toro region and Junta de Castilla y León region. France, Australia, Italy, and Portugal also returned with their latest products and expressions of regional terroir. In addition, independent exhibitors from Ireland, Azerbaijan, Denmark, Mexico, Ukraine, Singapore, Mainland China, and Hong Kong SAR further enriched the international profile of the event.

國際展商的積極參與是本屆展會一大亮點。德國國家展團以歷史最大規模參展，西班牙D.O.Toro與Junta de Castilla y León兩大官方產區展團聯袂亮相；法國、澳大利亞、意大利、葡萄牙等傳統酒業強國也帶來其最新產品與風土表達。此外，來自愛爾蘭、阿塞拜疆、丹麥、墨西哥、烏克蘭、新加坡、中國大陸及香港等地的獨立展商，進一步豐富了展會的多元化國際風貌。



“Despite the current headwinds facing the global wines and spirits industry, the successful staging of ProWine Hong Kong 2025 once again underscores the industry’s resilience and the strategic importance of Hong Kong as a gateway for international trade. We are encouraged to see a growing number of exhibitors from across the globe continue to rely on the ProWine platform to deepen their presence in the Asian market and explore new business opportunities.”

*Mr. Michael Degen
Executive Director Messe Düsseldorf*

「儘管全球酒類行業正面臨多重挑戰，包括消費信心不足、市場週期性調整等現實問題，但ProWine Hong Kong 2025的成功舉辦再次印證了行業內的合作韌性與香港作為國際酒類貿易樞紐的戰略價值。我們欣喜地看到，越來越多的國家和地區的展商依然選擇通過ProWine平台深入亞洲市場，探索新的商機。」

*Michael Degen先生
杜塞爾多夫展覽集團公司執行董事*

“Hong Kong’s recent reform of the spirits excise tax offers a substantial advantage for premium imported labels like ours. The reduction in tax burden supports more competitive pricing strategies and strengthens our long-term commitment to developing the broader Asian market.”

*Viktor Fomichov
Slovak spirits brand Gas Familia*

「香港近期推出的烈酒稅制改革對我們這樣的進口烈酒品牌而言無疑是一大利好。稅負的降低不僅優化了我們的定價策略，也讓我們更有信心長期深耕亞洲市場。」

*Viktor Fomichov
斯洛伐克Gas Familia品牌烈酒展商*

The spirits sector also made a strong presence this year. Spirits producers from Ireland, Mexico, Slovakia, and Singapore presented a wide variety of products, along with Chinese Baijiu brands to form a culturally rich, multi-category landscape.

值得關注的是，烈酒板塊在本屆展會中展現出顯著增長態勢。來自愛爾蘭、墨西哥、斯洛伐克、新加坡等國家的烈酒品牌攜多樣化產品亮相，與中國白酒同台呈現，構建出跨品類、跨文化的多元生態。



Exhibitors also expressed strong recognition and anticipation for the platform.

參展品牌也紛紛表示對展會平台的認可與期待。

“This exhibition allowed us to enhance our connection with Hong Kong and surrounding markets, while also laying the groundwork for the upcoming summer season – a peak time for white wine consumption. ”

*Manuela Liebchen
Marketing manager of the German Wine Institute*

「我們藉助此次展會深化與香港及周邊市場的聯結，並為即將到來的夏季白葡萄酒消費旺季提前佈局。」

*Manuela Liebchen
德國葡萄酒協會市場經理*



DELIVERING FORWARD-LOOKING INSIGHTS AND IN-DEPTH TASTINGS TO DRIVE INDUSTRY VALUE

從趨勢解讀到深度品鑑 釋放平台內容價值

More than a trade fair, ProWine Hong Kong continues to serve as a platform for sharing trend insights and industry sustainable development. This year's program featured over 20 professional master classes and panel discussions that spanned forward-looking topics such as market evolution, sustainable innovation, and regional terroir, highlighting ProWine's unique strength in knowledge exchange and industry education.

ProWine Hong Kong不僅是貿易交流的平台，更是趨勢洞察與推進行業可持續發展的重要窗口。本屆展會期間舉辦的20餘場大師班及圓桌論壇，構建起覆蓋行業發展前沿、可持續創新與經典產區深度解析，全面構建出ProWine在知識賦能、行業教育與價值引領方面的多維優勢。

One of the most anticipated sessions was the *Wine & Spirits Asia Market Outlook and Expert Dialogue*, which featured the official release of the <ProWein World

Business Report – China 2025>. Industry leaders from academia, trade media, global brand management, and trade strategy participated in an in-depth panel discussion exploring data-driven statistics to anticipate change, unlock growth potential, and maintain competitive advantage in Asia's fast-evolving alcohol beverage market.

作為本屆亮點活動之一，由ProWine發起的「2025亞洲酒飲市場前沿趨勢分享」廣受關注，在該論壇上正式發布的《ProWine商業報告2025中國篇》，圍繞中國及亞洲酒類消費趨勢與市場結構變化展開深度解讀。來自學術界、行業媒體、國際品牌管理與貿易策略等領域的專家代表，共同探討如何藉助數據洞察與行業趨勢判斷，幫助企業掌握變化節奏，激發增長潛力，提升在亞洲市場的先發優勢。

In response to the growing urgency of climate change, ProWine partnered with The Drinks Business Asia to debut “the Inaugural DB Asia Green Awards” in Hong Kong—recognizing outstanding contributions to sustainability, environmental stewardship, and social responsibility within the global wine and spirits sector.

面對全球氣候變化背景下行業可持續發展的時代命題，ProWine亦攜手《The Drinks Business Asia》首次在香港舉辦「酒業可持續發展大獎」。該獎項旨在表彰在環境保護、綠色創新與社會責任方面做出突出貢獻的酒類企業，進一步強化了展會推動行業責任意識與可持續動能的功能定位。

ProWine’s curated wine sessions delivered further depth and expertise through a series of high-level masterclasses. Singapore’s newly appointed Master of Wine Jackie Ang MW led two guided tastings spotlighting classic regions of Germany and France; Patrick Schmitt MW from the UK approached the topic of fine wine through the lens of contemporary relevance and stylistic diversity, offering insights into the philosophies and winemaking approaches of leading global brands; and China’s newly appointed Xing Wei MW focused on the development and cultural positioning of domestic production with a session titled “The Terroir, Philosophy, and Outlook of Chinese Wine.” These sessions not only enriched the event with high-calibre educational content but also reflected the ProWine masterclass’s strategic curation and global perspective.

葡萄酒內容板塊則通過多場大師班進一步展現深度與專業性。新加坡新晉葡萄酒大師Jackie Ang MW帶來兩場圍繞德國及法國經典產區的主題品鑑；英國葡萄酒大師Patrick Schmitt MW則從精品葡萄酒的當代性、多元性切入，解析國際品牌的風土哲學與釀造理念；中國新晉葡萄酒大師邢威MW以「中國葡萄酒的風土、理念與境遇」為題，聚焦本土產區發展路徑與文化認知。這些內容不僅增強了參會體驗的知識密度，也體現出ProWine大師班在內容策劃上的專業厚度與全球視角。

Visitors Breakdown by Business Nature 觀眾行業分析



Source / 數據來源: ProWine Hong Kong 2025 Visitor Survey

“It was an honor to join industry peers at ProWine Hong Kong and exchange perspectives on classic wine regions. Hong Kong’s wine market is dynamic, sophisticated, and deeply engaged, making it a regional leader in both consumption and education. I firmly believe that rigorous, high-quality wine education can elevate buying standards and foster more sustainable industry development.”

*Dr. Jackie Ang MW
Singapore’s newly appointed Master of Wine*

「我非常榮幸能在ProWine Hong Kong這一國際平台上與業界同仁交流，分享對法國與德國經典產區的理解。香港擁有多元、成熟且充滿活力的葡萄酒市場，是亞洲區域極具代表性的消費與教育前沿陣地。我始終相信，高質量、嚴謹的葡萄酒教育不僅能夠提升專業買家的審美與判斷，也將推動整個行業向更具深度與可持續性的方向發展。」

*Jackie Ang MW
新加坡新晉葡萄酒大師*

“This is my third time attending ProWine Hong Kong. The professionalism of the ProWine brand is evident in every aspect—from access to iconic wines from around the world to the opportunity to participate in high-quality masterclasses and forums. Each edition helps me continuously expand my knowledge and refine our sourcing strategy, which is incredibly valuable for our procurement team.”

*Mr. Wang
Huiwei Food Co., Ltd in Foshan, Guangdong*

「這是我連續第三屆參加ProWine Hong Kong。ProWine品牌的專業性體現在方方面面，不僅能接觸到全球各地極具代表性的酒款，更重要的是能夠參加非常高質量的大師班與論壇，幫助我不斷更新認知、優化選品決策，這對我們採購團隊來說極具參考價值。」

*王先生
廣東佛山回味食品有限公司專業觀眾*

ENABLE EFFICIENT PROCUREMENT THROUGH INTEGRATED PLATFORMS AND CROSS-SECTOR SYNERGY VIA PROWINE AND HOFEX CO-LOCATION

平台融合驅動採購效率 展會聯動強化市場生態

The collaboration between ProWine Hong Kong and Hofex, Asia's premier food and hospitality trade show, further strengthening its role as a comprehensive sourcing platform. By bridging wine and spirits with the broader F&B and hospitality supply chain, the co-location reflects the accelerating convergence of distribution channels and end-market demand.

ProWine Hong Kong 2025與亞洲領先的餐飲與酒店設備展HOFEX同期舉辦，進一步鞏固其作為綜合採購平台的戰略地位。通過將葡萄酒與烈酒板塊與更廣泛的餐飲及酒店供應鏈相融合，充分體現了渠道融合和終端需求加速整合的趨勢。

The collaboration enabled meaningful results on both sides: wine and spirits exhibitors effectively reached new clients in food service and hospitality, while professional buyers enjoyed a streamlined sourcing experience that combined multiple product categories and supply chain functions.

通過資源整合與客群交匯的協同效應，現場展現出強勁的聯動價值：酒類展商有效觸達餐飲、酒店等多元終端渠道，拓寬合作邊界；專業觀眾則能在一站式場景下高效完成多品類信息獲取與供應鏈整合，大幅提升採購效率與對接成果。這一實效性合作模式也進一步鞏固了ProWine Hong Kong作為區域市場中實現品類聯動與市場拓展的關鍵平台。

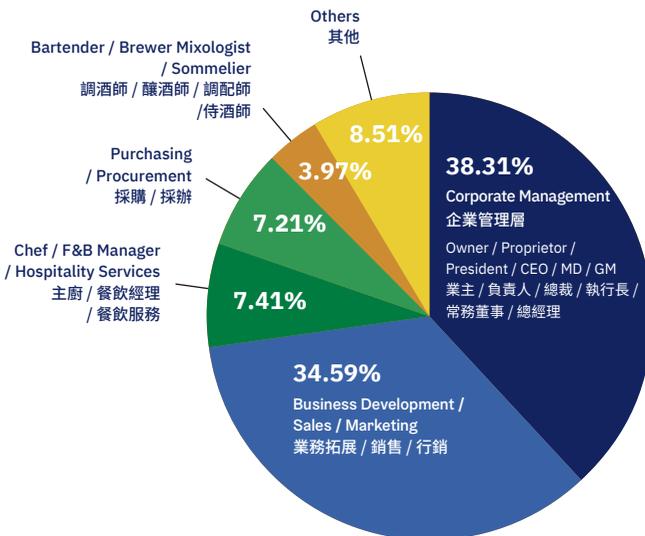
“ProWine Hong Kong and HOFEX once again demonstrated the strong synergies generated through their co-location. This integrated platform brings together key decision-makers from the wine, food, and hospitality sectors-enabling high-quality business engagement and cross-category collaboration across the industry.”

*Ms. Margaret Ma Connolly
President & CEO of Asia – Informa Markets*

「ProWine Hong Kong與HOFEX的成功舉辦，再次印證了雙展同期舉辦所釋放的強大協同效應。這一融合平台有效聚合了葡萄酒、食品及酒店業的關鍵決策者，為行業帶來了高質量的商貿交流與跨品類合作機會。」

馬穎女士
亞洲英富曼會展有限公司亞洲區總裁兼首席執行官

Buyers Breakdown by Job Function 買家職能分析



Source / 數據來源: ProWine Hong Kong 2025 Visitor Survey



As a key member of the ProWein World portfolio, ProWine Hong Kong remains deeply committed to serving the Greater China and Northeast Asia markets. The next edition will return to the Hong Kong Convention and Exhibition Centre from **May 10–12, 2027**.

作為ProWein全球系列展會的重要成員，ProWine Hong Kong 持續深耕大中華區與東北亞市場，發揮其連接國際資源與區域渠道的戰略樞紐作用。下一屆ProWine Hong Kong將於**2027年5月10日至12日**再度回歸香港會議展覽中心。



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ProWine Hong Kong
10 - 12 May 2027



Space Only 光地展位

Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand. 空地形式，靈活自主，適合大型參展商或國家展團打造專屬展台設計

Price 價格: US \$ 505 per m²

Early Bird Rate: US \$ 480 per m², deadline 1st December 2026
早鳥價: US \$ 480 per m², 截止至2026年12月1日



Walk on Package 標準展位

Clean and stylish in earthy colours, ideal for presenting red & white wine selections and spirits. 設計簡潔時尚，配色自然，適合展示紅白葡萄酒系列和烈酒

Price 價格: US \$ 565 per m²

Early Bird Rate: US \$ 535 per m², deadline 1st December 2026
早鳥價: US \$ 535 per m², 截止至2026年12月1日



Premium Package 特級展位

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

Price 價格: US \$ 605 per m²

Early Bird Rate: US \$ 575 per m², deadline 1st December 2026
早鳥價: US \$ 575 per m², 截止至2026年12月1日

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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ProWine TOKYO
15 – 17 Apr 2026

ProWine SINGAPORE
21 – 24 Apr 2026

ProWine SÃO PAULO
6 – 8 Oct 2026

ProWine SHANGHAI
10 – 12 Nov 2026

ProWine MUMBAI
18 – 19 Nov 2026

ProWine HONG KONG
10 – 12 May 2027

ProWein takes you to the world's key markets.

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