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2025

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# PROWINE HONG KONG 2023: THE INDISPUTABLE HUB FOR WINE TRADE IN ASIA 亞洲葡萄酒貿易中心地位 堅不可摧

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, 2023. Industry professionals including exhibitors, trade visitors, and partners from around the world gathered here to discuss the opportunities and challenges of the future global wine and spirits market.

ProWine Hong Kong作為香港首個在旅遊禁令解除與疫情後回歸的國際葡萄酒與烈酒貿易展覽會，已於2023年5月10-12日在香港會議展覽中心圓滿舉辦。來自各地的參展商、專業買家和合作夥伴等業內人士彙聚於此，探討全球葡萄酒及烈酒市場未來發展趨勢，分享葡萄酒市場機遇和挑戰。



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 wines from around the world.

ProWine Hong Kong為全球葡萄酒生產商提供了一個進入亞洲的業務擴張門戶，同時也為本地買家提供了一個從世界各地採購最佳美酒的優質平台。

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

為期3天的盛會，共計迎來140家來自12個國家/地區的展商參與其中，接待11,733位專業買家的蒞臨。



# STRONG RECOVERY IN THE ASIAN WINE MARKET ATTRACTS ENTHUSIASTIC NATIONAL PAVILIONS 亞洲葡萄酒市場強勢復甦 國家展團踴躍參與

At ProWine Hong Kong 2023, we were pleased to observe that wine producers from France, Germany, Italy, the United States, and Mainland China, along with international and national pavilions, have chosen Hong Kong as their primary target market. Wine enterprises are utilising 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

在ProWine Hong Kong 2023現場，我們很高興可以看到來自法國、德國、意大利、美國以及中國大陸等國家的葡萄酒生產商的代表企業以及國際國家展團都選擇了香港市場為其主要目標市場——葡萄酒企業紛紛借助ProWine Hong Kong的商貿平台以接觸到更多的潛在客戶以及拓展自己在亞洲的業務。這為期3天的盛會見證了亞洲葡萄酒市場的蓬勃發展。



"We are very glad to organize ProWine Hong Kong 2023 as scheduled. As the first international wine and spirits trade fair in Hong Kong 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."

*Peter Schmitz  
Director of ProWein*

「我們很高興能如期舉辦ProWine Hong Kong 2023。作為疫情後在香港舉辦的首個國際葡萄酒及烈酒貿易展覽會，對於全球葡萄酒行業來說，這是回歸疫情後的又一步，我們得到參展商和參觀者的積極反饋——香港始終是最重要的葡萄酒消費市場之一，也是通往東北亞市場的港口。」

*ProWein全球項目總監  
Peter Schmitz*

"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."

*Ian Roberts  
Senior Vice President, Asia, Informa Markets*

「ProWine Hong Kong和HOFEX吸引了42,556名參觀者，這對行業來說是一個非常優秀的數字。通過與HOFEX（亞洲頂尖國際食品餐飲及酒店設備展）聯合舉辦ProWine Hong Kong，我們能夠將所有食品和飲料進口商和分銷商彙聚於這個一站式平台之上。」

*英富曼會展集團亞太區高級副總裁  
Ian Roberts*



## HONG KONG: THE CRUCIAL CONVERGENCE POINT FOR THE THRIVING ASIAN WINE MARKET

### 香港作為亞洲葡萄酒市場 高需求聚地至關重要

Hong Kong, as a significant trading hub and port in the Asia-Pacific region, holds a pivotal position in the Asian wine market. During ProWine Hong Kong 2023, a great variety of French wine regions showcased under the umbrella of Business France, and German wines were presented with a national pavilion supported by German Wine Institute as well. 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.

香港作為亞太地區一個極為重要的國際貿易中心與貿易港口，在亞洲葡萄酒市場發展上有著舉足輕重的地位。在ProWine Hong Kong 2023, 眾多法國葡萄酒產區在Business France的帶領下展出，德國葡萄酒在德國葡萄酒協會的支持下以國家展團的形式展現，Italian Trade Commission也在展會期間展示他們意大利優秀的葡萄酒。此外，寧夏賀蘭山東麓葡萄酒產區在亦在展會上介紹了眾多來自中國寧夏的精品葡萄酒。ProWine Hong Kong彙聚海內外葡萄酒企業齊發力激發亞洲葡萄酒市場新潛能與可能性。

“This year marks the first time that the Ningxia Helan Mountain's East Foothills Wine Region has participated in the ProWine Hong Kong. In recent years, our region has made great strides and more and more companies are focusing on the promotion and expansion of overseas markets. Hong Kong is an important market for our region with its huge consumption of wine. During the three-day event, visitors showed a keen interest in the wines from Ningxia. We would like to invite everyone to visit our region, enjoy the beautiful scenery, savor the wines, and discuss the bright future of wines from Ningxia Helan Mountain's East Foothill.”

*Huang Siming*

*Director of Ningxia Helan Mountain's East Foothill Wine Industry  
Park Management Committee*

「此次是寧夏賀蘭山東麓葡萄酒產區首次參與ProWine Hong Kong展覽會。寧夏賀蘭山東麓葡萄酒近年來取得了長足的進步，產區內越來越的企業也更加注重海外市場的推廣與拓展，而香港作為發達的葡萄酒消費市場，更是產區將要著力開發的市場。三天展會期間，我們欣喜地看到，觀眾們對寧夏的葡萄酒非常感興趣，歡迎大家到寧夏賞美景、品美酒，共話寧夏賀蘭山東麓葡萄酒的未來。」

寧夏賀蘭山東麓葡萄酒產業園區管委會主任  
黃思明

#### VISITORS Breakdown by Business Nature 觀眾行業分析



Source / 數據來源: ProWine Hong Kong 2023 Visitor Survey



## BRILLIANT CONCURRENT EVENTS AND FASCINATING TREND-SETTING DISCUSSIONS 同期活動精彩紛呈 行業熱點資引熱議

ProWine Hong Kong 2023 featured an array of nearly 30 forums, masterclasses, and conferences. The high calibre of these events attracted professionals eager to learn from the world's leading wine gurus. Esteemed Debra Meiburg MW, Corinne Mui, an award-winning wine & sake educator and a writer, and many other experts 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.

近30場論壇、大師班、會議等活動在ProWine Hong Kong 2023的現場開展。高質量的精彩活動吸引了專業人士雲集，渴望向全球領先的葡萄酒業內大師學習和品鑒。葡萄酒大師Debra Meiburg、梅康妮——一位屢獲殊榮的葡萄酒及清酒導師兼作家等人紛紛來到現場，共同討論有關「亞洲葡萄酒的未來與發展」等主題的前沿話題，有助促進亞太地區葡萄酒市場發展的話題。ProWine Hong Kong的專業觀眾對聚焦行業發展的活動深感滿意。

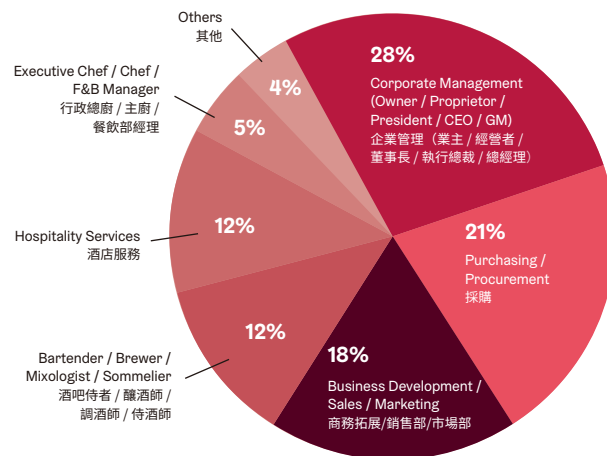
“ProWine Hong Kong has proven itself over many years to be a dynamic and market-leading trade platform - for wine education, development of business and progression of the industry as a whole. As Hong Kong's mid-market continues to strengthen, it is more important than ever to offer training and development opportunities for wine professionals and to create a premier environment to meet and do business with importers and distributors.”

*Debra Meiburg  
Master of Wine*

「多年來，ProWine Hong Kong已充分證明其為一個充滿活力和市場領先的貿易平台—無論對於葡萄酒教育事業，還是整個市場行業發展進步而言均是。香港中端市場的持續發展為葡萄酒專業人士提供培訓和發展機會，並創造一個與進口商和分銷商會面和貿易的良好環境，比以往任何時候都更加重要。」

*葡萄酒大師  
Debra Meiburg*

Buyers Breakdown by Job Function 買家職能分析



Source / 數據來源: ProWine Hong Kong 2023 Visitor Survey



ProWine Hong Kong 2025 will return from 14-16 May 2025, to continue its success story.

ProWine Hong Kong 2025將在2025年5月14-16日再度登場續寫成功篇章, ProWine World作為一個強大的網絡, 在全球各地將還有更多盛會期待您的加入。



## BOOK YOUR BOOTH NOW! 立即預訂展位!

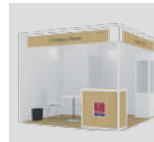
**ProWine Hong Kong**  
14 - 16 May 2025



**Space Only** (Minimum 18m<sup>2</sup>)  
**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 colours and further furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 500 per m<sup>2</sup>**



**Walk on Package** (Minimum 9m<sup>2</sup>)  
**標準展位** (9平方米起)

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

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, 0.5mL Tall Showcase x 1, 1mH Information Counter x 1, 1sqm Storeroom x 1

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

**Price: US \$ 555 per m<sup>2</sup>**



**Premium Package** (Minimum 18m<sup>2</sup>)  
**特級展位** (18平方米起)

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

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, 0.5mL Tall Showcase x 1, 1mH Information Center x 1, 1sqm Storeroom x 1

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

**Price: US \$ 595 per m<sup>2</sup>**

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



#### Contact for Exhibitors

International / China  
Messe Düsseldorf China Ltd.  
Mr. Josh Gu  
Tel: +86 21 6169 8311  
Email: josh.gu@mds.cn

Hong Kong  
Informa Markets Asia Ltd  
Ms. Grace Lee  
Tel: +852 3709 4981 (Main Line)  
Email: GracePY.Lee@informa.com

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