

**FOR IMMEDIATE RELEASE**

## **The inaugural ProWine ASIA 2016 attracts strong international participation**

- Global interest a reflection of growing wine and spirits market opportunities in the Southeast Asia region
- To be held from 12 to 15 April 2016 in Singapore, alongside the 20<sup>th</sup> edition of FHA2016 (Food&HotelAsia2016) for the first time

**SINGAPORE - 24 November 2015** - The inaugural ProWine ASIA 2016 has attracted strong international participation from worldwide renowned wine and spirits producers, distributors and industry stakeholders who will converge at the Singapore Expo from 12 to 15 April 2016. The most relevant trade fair of its kind in Southeast Asia, the event will be held alongside the 20<sup>th</sup> installment of FHA2016 for the first time.

To date, ProWine ASIA 2016 has received a strong vote of confidence from both international group pavilions and individual exhibitors across 17 countries and regions, including Australia, Austria, Argentina, Canada, Chile, France, Germany, Greece, Hungary, Italy, Japan, Portugal, Russia, Singapore, South Africa, Spain and USA.

Some of the key confirmed exhibitors include producers and distributors from France, Italy, Singapore and Spain, led by SOPEXA, ICEX, Prodeca, Singapore Manufacturers' Federation, and Winalia. Exhibitors in the international group pavilions include Ambrosia, Armagnac Castarede, Bottles and Bottles, Champagne J. De Telmont, Chateau Condamine Bertrand, Famille Laudet, Far East Distillers, JC Wine & Spirits, Makoto-Ya, Pierre De Segonzac, Vinalie and many others.

Confirmed individual exhibitors include Angus Dundee Distillers, Boutinot, Cognac Guy Lheraud, Hammeken Cellars, Jackson Family Wines, Sileni Estates and Villa Domizia Quattroerre Company.

This strong international participation reflects the growing market opportunities in the region, which will see seven million new prospective drinkers join the market yearly, with a 13 percent increase in spending.



**International Trade Fair for Wines and Spirits**

**12 - 15 April 2016**  
**Singapore Expo**  
**Hall 10**

[www.prowineasia.com](http://www.prowineasia.com)

Jointly organised by:



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## Southeast Asia at the heart of Wine & Spirits Consumption

An emerging, affluent middle class is driving a surge in demand for sophisticated consumer goods such as wine and spirits. According to the International Wine & Spirit Research (IWSR) 2014-2019, Asia is expected to see the largest volume increase of any region across the beer, wine, spirits and mixed drinks categories. Total yearly consumption is set to surge by almost 1.2bn nine-litre cases by 2019<sup>1</sup>. These figures are increasingly fuelled by the wine trade in Southeast Asia, a region of rapidly developing economies and home to 600 million people. By 2020, this region alone will account for 30 percent of Asia's wine business.

Hosting ProWine ASIA 2016 in Singapore, the hub of Southeast Asia, is the best way to connect regional wine and spirit traders with international producers looking to foray into the burgeoning Southeast Asian market. It is a valuable and opportune platform for industry players to network and close fruitful collaborations, with its impressive representation from all relevant wine producing nations and regions, including 'newcomers' to the international wine business.

Trade visitors to the event can look forward to participate in more than 300 tasting sessions, masterclasses, in-depth seminars, lectures and presentations hosted by various key industry players. They will also get a chance to take part in specially crafted workshops that will cover topics including autochthonous grape varieties and the diversity of wine.

"As one of the world's most successful trade fair organizers responsible for more than 20 of the world's number one trade exhibitions and conferences, we are excited to partner with Singapore Exhibition Services to bring ProWine ASIA to Southeast Asia for the very first time. ProWine ASIA will bring international exhibiting companies into closer contact with buyers from across Southeast Asia. These opportunities will also exist through our programme of events that incorporate masterclasses, seminars, as well as special tastings and presentations by exhibiting companies that are keen to leverage the unprecedented opportunities that Southeast Asia has to offer to wine and spirit companies of all sizes," says Ms. Beatrice J. Ho, Project Director at Messe Düsseldorf Asia.

"We are honoured to partner Messe Düsseldorf Asia to bring the world's leading wine and spirits trade fair to Southeast Asia," highlights Ms. Ting Siew Mui, Project Director of

<sup>1</sup> IWSR Forecast Report: [http://www.theiwsr.com/content/press/PR\\_Nov\\_2014.pdf](http://www.theiwsr.com/content/press/PR_Nov_2014.pdf)



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Lifestyle Events at Singapore Exhibition Services. "With an increase in consumption of wine and spirits in our region, this event comes at a great time for Southeast Asia. Through the collaboration, we can further develop and extend FHA's wine and spirits segment. This will enable us to help industry players in the region meet sales demands and keep abreast of latest industry trends and developments."

ProWine ASIA 2016 is modelled on the globally recognised wine and spirits trade fair ProWein, organised by Messe Düsseldorf in Germany. Since its inception in 1994, ProWein has gained a reputation as a leading hub for the wine and spirits sector, and is increasingly seen as a trend event and order platform with international appeal. ProWine ASIA looks forward to bringing the same sophistication, expertise and robust global flavour of exhibitors to Singapore and Southeast Asia.

Please visit [www.prowineasia.com](http://www.prowineasia.com) for more information.

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