



You are your realistic and best competition. At WSCI - Wine & Spirits Club of India, we completely believe in this philosophy and becoming more mature with the thoughts. We are excited to share that WSCI is the OFFICIAL MEDIA PARTNER of ProWine Mumbai 2022. The 20th edition is dedicated to the 28 years journey of ProWein – Düsseldorf to Mumbai. After the successful completion of ProWein Education Campaign in 2018 and 2019 finally in 2021 the real shape came into place with a proper exhibition, for which ProWine is known across the globe. The wine and spirits enthusiasts experienced it for the first time at St. Regis Hotel Mumbai. ProWine is geared up for the second edition which is going to happen on 17th and 18th Oct 2022 in Mumbai again. Looking forward to see you all there.

 **From the Editor's Desk  
Cheers - Malay Kumar**

## PROWEIN - A vibrant Journey from Düsseldorf to Mumbai

The humble beginning happened on 23rd and 24th of February 1994. 321 vendors of still wines, sparkling wines and spirits gathered in a simple fairground of 2914 square meters space in Düsseldorf. The event experienced just about 1517 visitors from countries like Germany, France, Greece, Italy, Columbia, Austria, Portugal, Spain and Hungary. The organisers just scratched the tip of the iceberg of opportunity to initiate the biggest platform for showcasing the world of wine and spirits.



Apple to Apple comparison	1994	2018
Total Area	2914 sq. m.	73,348 sq. m.
Number of Stalls	321	6378
Number of Visitors	1517	60,500
Visitors from	9	133

1995 The second edition of the exhibition was held. That time, the fair was known by several names like ProVino, ProVins, ProWein, ProWine etc. The second instalment was much more convincing and took the participation to 532 stalls in two exhibition halls.

1996 This year was crucial to push the number of days from two to a three day celebrations of ProWein.

1997 This particular year had seen many vital improvements in the journey. In this year, the world started recognising the fair by the single name "ProWein" and the fair for the first time got the current logo as a recognition. A milestone year to cross three figure stall number to 1065 exhibitors from 25 countries.

Over the years, ProWein has grown horizontally and vertically. The growth was majestic and finally in the year 2018, ProWein celebrated its 25th year of establishment. With an apple to apple comparison, a total 60,500 people visited the 3 days exhibition with 6378 stalls in 73,348 square meters area.

Over the years, ProWein became the biggest platform for the exhibitors as well as the visitors. For years now, it is organised by one of the most experienced and successful German trade fair operators- Messe Düsseldorf. Around 500 different events are currently offered in 3 days of the exhibitions which includes- expert lectures on global markets highlighting the current trends, guided wine tastings, presentations by eminent personalities of Wine & Spirits Industry, Master Classes and so on. With the growing and versatile nature of wine & spirits, ProWein became one of the best networking fair too.



With the growing success and huge adoption from the visitors, ProWein exported the concept to different key markets across the globe and that is how ProWine Shanghai in 2013, ProWine Singapore in 2016, ProWine Hong Kong in 2017, ProWine Sao Paulo in 2020 came into existence. Most recently India became the part of the expansion of this biggest wine & spirits fair and in the year 2021, ProWine Mumbai came into existence.



### ProWine Mumbai:-

For the first time in 2021, India experienced the first ProWine in Mumbai as the inaugural exhibition was held at St. Regis Hotel. It was jointly organised with All Things Nice, which is one of the leading wine, spirits and luxury marketing consulting and events agencies of India.

ProWine Mumbai was very well received featuring over 200 brands from 70 companies across 13 countries with 2,017 attendees. Over two days, the exhibition halls were buzzing with tastings and good camaraderie, as the industry caught up with each other and facilitated business meetings. Visitors ranged from large hoteliers, prominent restaurateurs and bar owners, importers, distributors and retailers, sommeliers, chefs and food and beverage teams.

ProWine Mumbai 2022, will be held at an even grander scale, from 17th to 18th October 2022, at Jio World Convention Centre, Mumbai.



**UNCORK INDIA**  
Mumbai, 17-18 October 2022

International Trade Fair for Wines and Spirits

Jio World Convention Centre  
Bandra Kurla Complex, Mumbai, India



Organised by:

