



ProWein Dusseldorf to ProWine Mumbai 2023: Elevating the Artistry of Spirits and Wine

ProWein's first iteration came about in 1994 where 321 wine and spirits vendors showcased in Dusseldorf growing exponentially over the 25 years into a leading trade fair for the industry attracting 6,378 exhibitors from 67 countries in 2018. The event's exclusivity to trade visitors from retail and restaurants contributed to its success.

Noteworthy milestones include hosting 1,065 exhibitors from 25 countries in 1997 and attracting renowned figures like wine critics. ProWein expanded globally with successful satellite events in China and Asia, they are known by ProWine.

ProWine China, launched in 2013 saw substantial growth with 4,000 exhibitors and 70,000 visitors. While ProWine Asia debuted in 2016 with 7,300 visitors to roughly 260 exhibitors, it proved so successful that ProWine Asia followed a year later in Hong Kong, with 310 exhibitors and over 12,000 wine industry visitors. Since then, ProWine Asia has rotated each spring between Singapore and Hong Kong.



ProWine Mumbai's first edition took place in 2021 followed by 2022 which was an astounding success with **4,140 attendees and 1000+ brands from 19 countries**. This triumph sets the stage for an extraordinary experience at ProWine Mumbai 2023 it is set to dazzle the wine and spirits industry with its prestigious gathering of professionals and enthusiasts.

From November 24th to 25th, this remarkable event will take place at the esteemed Jio World Convention in Mumbai, India. With its world-class facilities and strategic location, ProWine Mumbai 2023 promises to be an unforgettable experience for all attendees. Spanning over 32,163 square meters, this state-of-the-art facility offers unrivaled exhibition and convention amenities.

Organized by **Messe Düsseldorf** India and **All Things Nice**, this partnership promises a well-coordinated and knowledgeable event, contributing to the growth and development of India's wine and spirit market. At its core, ProWine Mumbai 2023 aims to create a unique meeting point that brings together the entire wine and spirit industry in India. It serves as a nexus where professionals, industry experts, and enthusiasts converge to foster knowledge sharing, business opportunities, and the cultivation of the industry as a whole. With an inclusive approach, the exhibition welcomes a diverse audience from industry professionals, including wine and spirits importers, bonders, distributors, wholesalers, and retailers. The event also captivates HORECA professionals such as hoteliers, restaurateurs, and café owners, who play an integral role in the industry. Additionally, high-net-worth individuals, wine enthusiasts, investors, sommeliers, chefs, F&B teams, and representatives from wine and spirits clubs, academia, and institutes actively participate, ensuring a vibrant and engaging atmosphere.



ProWine Mumbai 2023 presents an impressive array of features designed to enlighten and delight attendees. The exhibition floor showcases a wide range of brands from across the globe, allowing visitors to discover the latest trends, innovations, and flavors. Engaging masterclasses and tastings offer a deeper understanding of the intricacies and nuances of fine wines and spirits. The highly anticipated India Wine Awards recognizes excellence in the industry, while the B2B Networking Evening provides valuable opportunities for collaboration and expansion.



This year, ProWine Mumbai introduces exciting additions to its lineup. The ProWine Bartenders' competition provides a platform for talented bartenders to showcase their skills and creativity, offering a pathway to recognition and career advancement. Furthermore, the ProWine Spirits challenge brings together alcohol producers who compete to showcase their excellence and engage with discerning local buyers. This competition offers unbiased evaluations, enabling participants to gain well-deserved recognition and appreciation in the thriving Indian market. ProWine Mumbai 2023 will feature an invigorating panel discussion on 'The future of international craft spirits in India and their global reach.' This insightful discussion promises to unravel trends, challenges, and opportunities in this dynamic industry segment.

This event is poised to elevate the artistry of spirits and wine, offering an unparalleled platform for industry professionals and enthusiasts. With its esteemed venue, remarkable features, and enlightening discussions, this event is a must-attend for those seeking to discover, network, and stay ahead of the evolving trends in the vibrant world of wine and spirits. Mark your calendars for November 24th to 25th and prepare to embark on an extraordinary journey at ProWine Mumbai 2023.



Thomas Schlitt, MD
Messe Düsseldorf India.

"With ProWine Mumbai, we are building a distinctive platform for the international wine, spirit & craft beverages industry to meet, network and taste. Last 2 editions of the show have delivered quality business and content to the exhibitors and visitors alike. The 2023 edition introduces new features for spirit brands and bartenders to bring forth the best blends and bartending skills on this global platform. This will create more business networking opportunities and contribute to the overall growth of the industry."