

Fair Profile

Based on the results of
1,135 interviews conducted by means
of the Computer Interview System
Subject to change
UI-MF/July 2011

Total number of exhibitors	3,635
Origin of the exhibitors	
Germany	803
Other countries	2,832
Number of countries	46

Space (net, sqm)	40,431
Germany	16,285
Other countries	24,146

Accredited journalists	939
Number of countries	36

Total number of visitors	39,034
Origin of the visitors	
Germany	68%
Other countries	32%

Germany	
West Germany	38%
Southwest Germany	28%
South Germany	19%
North Germany	9%
East Germany	6%

Other countries	
Europe	84%
- EU	75%
- other european countries	9%
Outside Europe	16%

Countries of origin (Top 12)**	
Netherlands	13%
France	11%
Great Britain a. Northern Ireland	7%
Italy	7%
Austria	7%
Belgium	5%
Denmark	4%
Sweden	4%
Spain	4%
USA	3%
Finland	3%
Russia	3%

Frequency of visits	
ProWein 2010	44%
ProWein 2009	39%
First-time visit in 2011	37%

**Basis: other countries

*Difference to 100% = pupil, student, not working (10%)

ProWein

International Trade Fair
Wines and Spirits
March 27-29, 2011



Visitor structure features	
Trade visitors	93%
Average length of stay (in days)	1.7

Industrial sector*	
Specialist retailer for wine sparkling wine, spirits	17%
Other retail	5%
Wholesaler for wine, sparkling wine, spirits	10%
Import, Export	7%
Other Wholesale	3%
Gastronomy	13%
Hotel business	6%
Other service industry	9%
Processing industry (Wine- yards, production accessories)	6%
Other	14%

Area of responsibility*	
Business, company, plant management	33%
Sales, distribution	18%
Purchasing, procurement	12%
Marketing, advertising, PR	6%
Manufacturing, production, quality control	4%
Other area	17%

Occupational position*	
Independent entrepreneur/ co-owner, freelance employee	42%
Managing director/board member/ head of an authority etc.	9%
Area manager, operations plant manager, branch manager, office head	7%
Head of department, group team leader	12%
Other employee/ civil servant, specialist	10%
Lecturer, teacher	3%
Trainee	4%
Other	3%
Student/pupil	8%
Not working	2%

Influence on purchasing/ procurement decisions*	
Decisively	37%
Contributory	25%
In an advisory capacity	17%
No influence	12%

Interest in product ranges <i>(Several answers possible)</i>	
German wines	59%
Italian wines	36%
French wines	34%
Spanish wines	28%
Austrian wines	25%
South African wines	16%
Chilean wines	14%
Australian wines	14%
Portuguese wines	13%
New Zealand wines	12%
Argentinean wines	12%
Californian wines	12%
Swiss wines	6%
Greek wines	5%
Hungarian wines	5%
Brasilian wines	4%
Slovenian wines	3%
Chinese wines	3%
Romanian wines	3%
Uruguayan wines	3%
Bulgarian wines	3%
other foreign wines	5%
Spirits	18%
Sparkling wines	18%
Champagne	16%
Bio-wines	13%
Mineral water	6%
Kosher wines	2%
Accessories	15%
Services	5%
Specialist literature	7%

General assessment	
Satisfied	96%

Recommendation	
Yes	96%



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