



# Fair Profile ProWein

International Trade Fair Wines and Spirits  
15 - 17 March, 2015  
www.prowein.com

Subject to change (UI-MF/April 2015)

<b>Exhibitors total</b>	<b>5,981</b>
<b>Exhibitors by origin</b>	
Germany	958
Other countries	5,023
Number of countries	50

<b>Net space total (sqm)</b>	<b>67,138</b>
<b>Net space by origin</b>	
Germany	19,649
Other countries	47,489

<b>Visitors total</b>	<b>52,393</b>
<b>Visitors by origin</b>	
Germany	31,960
Other countries	20,433
Number of countries	120

**941 accredited journalists from 39 countries**

## Visitor structure

Based on the results of 1,125 interviews with visitors during ProWein 2015 conducted by means of the Computer-Interview-System

<b>Origin of the visitors</b>	
Germany	61%
Other countries	39%

<b>Germany</b>	
West Germany	39%
Southwest Germany	29%
South Germany	19%
North Germany	8%
East Germany	5%

<b>Other countries</b>	
Europe	81%
- EU	72%
- Other european countries	9%
Outside Europe	19%

<b>Countries of origin (Top 9)*</b>	
France	12%
The Netherlands	11%
Belgium	7%
Great Britain/Northern Ireland	7%
Italy	6%
USA	5%
Sweden	5%
Austria	4%
Denmark	3%

<b>Decision-making powers**</b>	
Decisively	39%
Contributory	26%
In an advisory function	17%
No influence	9%

<b>Industrial sector**</b>	
Specialist retailer for wine, sparkling wine, spirits	17%
Other retail	9%
Import, Export	12%
Wholesaler for wine, sparkling wine, spirits	8%
Other Wholesale	3%
Gastronomy	12%
Hotel business	5%
Other service industry	5%
Processing industry (Wine yards, production, accessories)	12%
Other	8%

<b>Area of responsibility**</b>	
Business, company, plant management	30%
Sales, distribution	21%
Purchasing, procurement	15%
Marketing, advertising, PR	6%
Manufacturing, production, quality control	5%
Other area	14%

<b>Occupational position*</b>	
Independent entrepreneur/co-owner, freelancer	40%
Managing director/board member/head of an authority etc.	10%
Area-/operations-/plant-/branch-manager, office head	9%
Head of department, group/team leader	12%
Other employee/civil servant, specialist	11%
Other occupational position	9%

<b>Interest in product ranges of wines</b>	
<i>(Several answers possible)</i>	
German wines	58%
Italian wines	37%
French wines	35%
Spanish wines	29%
Austrian wines	21%
South African wines	16%
Portuguese wines	16%
New Zealand wines	13%
Chilean wines	13%
Australian wines	12%
Californian wines	12%
Argentinean wines	11%
Swiss wines	7%
Greek wines	5%
Canadian wines	5%
Hungarian wines	4%
Uruguayan wines	4%
Romanian wines	4%
Slovenian wines	4%
Brasilian wines	4%
Chinese wines	3%
Bulgarian wines	3%
other european wines	6%
other non-european wines	4%

<b>Visitor structure features</b>	
Private visitors	6%
Trade visitors	94%

<b>Interest in other product ranges</b>	
<i>(Several answers possible)</i>	
Spirits	21%
Champagne	21%
Sparkling wines	18%
Bio-wines	12%
Mineral water	4%
Accessories	9%
Services	5%
Other	4%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Contact to existing suppliers and business partners	41%
Innovations/trends	39%
Identifying new suppliers and business partners	32%
Preparation of purchase decision	17%
Purchase/Order	12%

<b>New suppliers were found</b>	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	66%

<b>Overall assessment</b>	
Satisfied	97%

<b>Recommendation of ProWein</b>	
Yes	97%

\*Basis: Other countries

\*\*Difference to 100% = Student/pupil, not working (9%)



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