

ProWein 2016

Exhibitors total 6,255

Exhibitors Germany 979

Exhibitors other countries 5,276

Number of countries 59

Visitor data from registry:

Visitors total 55,729

From Europe 91%

- Germany 51%

- Other Europe 40%

From Non-European countries 9%

- America 5%

- Asia 3%

- Australia/Oceania 1%

- Africa 0%

Number of countries 123

Net space total (sqm) 68,550

Net space Germany 19,023

Net space other countries 49,527

TOP 10 visitor countries

(Basis: all foreign visitors)

The Netherlands 13%

France 8%

Belgium 7%

Italy 6%

Great Britain 5%

USA 5%

Spain 4%

Austria 4%

Switzerland 4%

Canada 4%

966 accredited journalists from 35 countries



International Trade Fair
Wines and Spirits

Dusseldorf, Germany

13. - 15. March 2016

www.prowein.com

Subject to change
(G1-MF/März 2016)

Quality and structure of visitors

Based on the results of 1.046 interviews with visitors during ProWein 2016 conducted by means of the Computer-Interview-System

Area of responsibility*

Business/company/plant management 29%

Sales, distribution 21%

Purchasing/procurement 14%

Marketing, advertising, PR 8%

Manufacture, production, quality control 6%

Research and development, design 3%

Other 10%

Decision-making powers

Decisively 41%

Contributory 25%

In an advisory capacity 17%

No influence 17%

Industrial sector*

Specialist retailer for wine, sparkling wine, spirits 20%

Other retail 8%

Import, Export 12%

Wholesaler for wine, sparkling wine, spirits 10%

Other Wholesale 3%

Restaurant, inn, cafe, bar 8%

Hotels 4%

Other gastronomy 2%

Other servicees 6%

Processing industry (wine yards, production and accessories) 11%

Other 7%

Occupational position

Top-Management 62%

Middle-Management 11%

Low-Management 27%

Visitor structure features

Private visitors 6%

Trade visitors 94%

Interest in product ranges

(Several answers possible)

German wines 49%

Italian wines 41%

French wines 37%

Spanish wines 30%

Austrian wines 20%

New Zealand wines 17%

Portuguese wines 17%

South African wines 17%

Californian wines 15%

Chilean wines 14%

Australian wines 14%

Argentinean wines 13%

Greek wines 6%

Canadian wines 6%

Hungarian wines 6%

Swiss wines 5%

Bulgarian wines 4%

Slovene wines 4%

Romanian wines 4%

Brazilian wines 3%

Uruguayan wines 3%

Chinese wines 3%

Other european wines 9%

Other non-european wines 6%

Further interest in product ranges

(Several answers possible)

Spirits 21%

Champagne 21%

Sparkling wines 17%

Bio-wines 15%

Accessories 10%

Services 6%

Mineral water 4%

Reasons for visit

(Several answers possible)

Innovations/trends 38%

Contact to existing suppliers and business partners 37%

Search for new suppliers and business partners 31%

Preparation of purchase decision 16%

Purchase/Order 15%

New suppliers were found

(Basis: Visitors looking for new suppliers and business partners)

Yes 68%

Overall assessment

Satisfied 98%

Recommendation

Yes 97%

*Difference to 100% = Pupil, student, not gainfully employed (9%)



Messe Düsseldorf GmbH
Postfach 1010 06
40001 Düsseldorf
Germany
Tel. +49 (0)211/45 60-01
Fax +49 (0)211/45 60-6 68
www.messe-duesseldorf.de

