

# ProWein reinvents itself as industry-leading platform tackles market challenges

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*ProWein, the world's leading wine and spirits trade fair, rebrands as ProWein Düsseldorf with a transformative new vision. The 2026 edition introduces innovative buyer services, enhanced matchmaking technology, immersive experiences, and a redesigned hall layout to address current market challenges and drive industry innovation.*

ProWein, the world's leading trade fair for wines and spirits, is embracing change and setting a bold new direction for the industry. The new positioning is conveyed through a fresh visual identity that incorporates the colours of various national flags, symbolising ProWein's distinctive diversity and international presence as an innovative platform in the

B2B sector. Rebranded as ProWein Düsseldorf, it aims to tackle current market challenges with the inspiring motto 'Shape, Create, Elevate,' actively leading the way in industry transformation.

"We do not define ourselves solely by our past but are consistently developing ProWein Düsseldorf to be the leading trade fair. Staying innovative and agile is essential, especially in a challenging market situation such as the one we are currently experiencing. Just as every participant in the wine and spirits industry must now carefully rethink and adapt their strategy, we too are critically examining ourselves – and energising ProWein Düsseldorf with fresh, innovative ideas," says Marius Berlemann, Chief Operating Officer of Messe Düsseldorf.

## **Shape, Create, Elevate**

The new motto of ProWein Düsseldorf is "Shape, Create, Elevate". It's a call to the industry to actively shape the future, consistently drive innovation and generate business. At the heart of the transformation is a newly created Buyers Concierge Team, immersive elements, a new look with clear branding and a radically impactful hall concept.

## **Newly created Buyers Concierge Team**

With the creation of the dedicated Buyer Concierge Team, presenting tailor-made solutions to international top-buyers, ProWein Düsseldorf will ensure that the global buyer elite will be drawn to Düsseldorf. In its initial phase, the team will focus on buyers from the USA, Canada, Eastern Europe and Scandinavia. This newly strategic intuitive will represent the largest share of the investments made for the new showcase in Düsseldorf.

For buyers within a 350-kilometer radius of Düsseldorf, the organiser will offer day visits to ProWein Düsseldorf on all

three trade fair days through centrally coordinated, complimentary bus transfers from key locations in Germany, Belgium and the Netherlands as part of the newly developed ProWein Düsseldorf Express Service. This is made possible by Düsseldorf's central location to these regions, ensuring convenient access for buyers from Germany, Belgium and the Netherlands.

"With our innovative approach to attracting buyers from overseas and across Europe, plus the additional offerings in transport infrastructure, we're demonstrating to the industry that visiting ProWein Düsseldorf has never been easier." states Marius Berlemann.

## **Intensified matchmaking opportunities**

The 2025 newly introduced matchmaking tool "Fair Match" has also been refined and further developed. At ProWein Düsseldorf 2026, ProWein will take it a step further by offering, among other features, a centrally located Live Fair Match Arena in the exhibition halls.

A groundbreaking new concept, the Insight-to-Action Framework (I2A), will be introduced, based on insights from a comprehensive industry survey. This innovative approach aims to redefine trade fairs by enhancing relevance and efficiency, ensuring better matches between exhibitors and visitors. Further details on the I2A framework and its implementation will be released in the coming weeks.

## **Innovative features to enhance comfort and elevate the visitor experience**

Immersive experiences and festival-like elements will be the focus. ProWein Düsseldorf is thus providing the industry with new impetus and concrete solutions for the future:

- The **ProWein Agora** stage programme will offer over 12 hours of inspiring and market-relevant short talks, panels and keynotes throughout the fair and beyond the wine and spirits industry. As a venue for visionary talks and a source of inspiration, the ProWein Agora Stage is dedicated to exploring and influencing future topics. Through its engaging Visionary Talks, innovative formats, and international speakers, the Agora Stage is transforming into a guiding platform for change. It stands as a beacon of progress, serving as a catalyst and driver for new ideas.
- The **ProWein Zero** section in Hall 5 has been completely redesigned and, for the first time, also offers spirits and interactive experiences such as impulse tastings.
- The **ProWein Sparkling** section is a unique journey through the world of sparkling wines at ProWein Düsseldorf. It will also feature a sparkling bar in Hall 4 with speed tastings and sessions also taking place here.

## New hall setting

The new layout of Halls 1 to 7 offers enough space for the approximately 4,000 exhibitors at ProWein. They all benefit from greater visibility, while visitors enjoy shorter distances between stands and clearer structures. The highly popular ProSpirits area will occupy two entire halls for the first time – a clear sign of how the market is developing.

## First edition of ProWein Düsseldorf in 2026

The newly shaped ProWein Düsseldorf will take place from the 15<sup>th</sup> to 17<sup>th</sup> March 2026, with 4,000 exhibitors from over 60 nations expected, including around 500 exhibitors at ProSpirits – the section of the fair that presents a diverse

and international range of spirits from over 50 countries.

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## Key points

- ProWein rebrands as ProWein Düsseldorf with motto “Shape, Create, Elevate”
- New Buyers Concierge Team targets international top-buyers from key markets
- Enhanced Fair Match tool introduces Live Fair Match Arena concept
- ProSpirits section expands to occupy two entire halls for first time
- 2026 edition scheduled March 15-17 with 4,000 exhibitors from 60+ nations