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# ProWine Hong Kong 2025 strengthens city’s role as key hub for global wine and spirits trade

Event draws over 12,000 visitors, highlights international collaboration, sustainability, and education in the evolving Asian beverage market

Friday, June 6, 2025



ProWine Hong Kong 2025 concluded on May 16 at the Hong Kong Convention and Exhibition Centre, marking another successful edition of the international wine and spirits trade fair. The event, held from May 14 to 16, brought together 12,090 trade visitors and nearly 200 exhibitors representing more than 20 countries and regions. This year's show reinforced Hong Kong's position as a strategic hub for the global wine and spirits industry, serving as a bridge between international producers and buyers from Greater Bay Area China and Northeast Asia.

The exhibition floor featured a diverse range of wines and spirits, with strong representation from Europe, the Americas, Asia, and beyond. Germany presented its largest national pavilion to date, while Spain highlighted two official pavilions from the DO Toro region and Junta de Castilla y León. France, Australia, Italy, and Portugal returned with new products that showcased their regional terroir. Independent exhibitors from Ireland, Azerbaijan, Denmark, Mexico, Ukraine, Singapore, Mainland China, and Hong Kong SAR added to the event's international profile.

Industry leaders noted the importance of ProWine Hong Kong in facilitating business connections despite ongoing market challenges. Michael Degen, Executive Director of Messe Düsseldorf, emphasized that the event demonstrated the resilience of the global wine and spirits sector and highlighted Hong Kong's role as a gateway for international trade in Asia. Spirits producers also made a notable impact this year. Brands from Ireland, Mexico, Slovakia, and Singapore joined Chinese Baijiu producers to create a multicultural showcase. Viktor Fomichov of Slovak brand Gas Familia pointed out that recent reforms to Hong Kong's spirits excise tax have improved competitiveness for imported labels.

Exhibitors expressed optimism about their participation. Manuela Liebchen of the German Wine Institute said the show helped strengthen ties with Hong Kong and neighboring markets ahead of the summer season. Yang from Shangri-La Winery in Yunnan described their debut as an important step toward expanding internationally by introducing their high-altitude wines to global buyers.

Beyond business networking, ProWine Hong Kong 2025 offered over 20 professional events focused on market trends, sustainability, and regional expertise. A highlight was the Wine & Spirits Asia Market Outlook and Expert Dialogue session featuring the release of the ProWein World Business Report – China 2025 by Geisenheim University. Panelists discussed data-driven strategies for growth in Asia's evolving beverage market.

Sustainability was also in focus with the launch of "the Inaugural DB Asia Green Awards," organized in partnership with The Drinks Business Asia. The awards recognized achievements in environmental stewardship and social responsibility within the industry.

Educational masterclasses were led by prominent figures such as Jackie Ang MW from Singapore, Patrick Schmitt MW from the UK, and Xing Wei MW from China. These sessions covered classic wine regions in Germany and France, contemporary fine wine trends, and developments in Chinese wine production. Jackie Ang MW praised Hong Kong's dynamic wine market and stressed that high-quality education can raise industry standards.

Trade visitors valued both the networking opportunities and educational content. Mr. Wang from Huiwei Food Co., Ltd in Foshan noted that each edition of ProWine Hong Kong helps his team refine their sourcing strategy through exposure to global wines and expert-led forums.

This year's event was co-located with HOFEX, Asia's leading food and hospitality trade show. The collaboration allowed exhibitors to reach new clients across food service and hospitality sectors while offering buyers an integrated sourcing experience across multiple product categories.

Margaret Ma Connolly of Informa Markets highlighted how co-location with HOFEX created synergies between wine, food, and hospitality professionals. The combined platform enabled efficient procurement processes and fostered cross-category collaboration throughout the supply chain.

ProWine Hong Kong is jointly organized by Messe Düsseldorf (China) Ltd. and Informa Markets Asia Ltd., with a commitment to serving Greater China and Northeast Asia markets. The next edition is scheduled for May 10–12, 2027 at the same venue. Meanwhile, ProWine Shanghai will take place November 12–14, 2025 at Shanghai New International Expo Centre (SNIEC). Organizers look forward to continued collaboration with global partners to drive future industry growth.