vinetur

ProWein Düsseldorf 2026 Unveils Major Changes to Boost Innovation and Global Collaboration

New features include a Buyers Concierge Team, expanded matchmaking, immersive experiences, and a reimagined layout for 4,000 exhibitors worldwide

Wednesday, September 24, 2025



ProWein, recognized as the world’s leading trade fair for wines and spirits, is preparing to introduce significant changes for its 2026 edition in Düsseldorf. Organizers announced a new direction for the event, aiming to address current market challenges and set higher standards for the industry. The fair will now be known as ProWein Düsseldorf, reflecting a renewed focus on innovation and international collaboration.

The updated visual identity of ProWein Düsseldorf incorporates colors from various national flags, symbolizing the event’s global reach and diversity. The new motto, “Shape, Create, Elevate,” calls on industry professionals to actively participate in shaping the future of wine and spirits. Marius Berlemann, Chief Operating Officer of

Messe Düsseldorf, emphasized the need for continuous development and adaptation in a changing market. He stated that ProWein Düsseldorf is committed to staying innovative and agile, mirroring the strategies that many in the industry are now adopting.

A key feature of the 2026 event is the introduction of a dedicated Buyers Concierge Team. This team will focus on providing tailored solutions to top international buyers, with an initial emphasis on participants from the United States, Canada, Eastern Europe, and Scandinavia. The initiative represents a major investment in attracting influential buyers to Düsseldorf.

To further support attendance from nearby regions, ProWein Düsseldorf will offer complimentary bus transfers for buyers within a 350-kilometer radius. This service will connect key locations in Germany, Belgium, and the Netherlands with the fairgrounds during all three days of the event. Organizers say this move leverages Düsseldorf’s central location and aims to make access easier for regional buyers.

Matchmaking opportunities at ProWein Düsseldorf are also being expanded. The “Fair Match” tool, introduced in 2025, has been refined for greater effectiveness. In 2026, a centrally located Live Fair Match Arena will be set up in the exhibition halls to facilitate direct connections between exhibitors and visitors. Additionally, a new Insight-to-Action Framework (I2A) will debut at the fair. Developed from an extensive industry survey, I2A is designed to improve relevance and efficiency at trade shows by ensuring better matches between participants. More details about this framework are expected to be released soon.

The visitor experience at ProWein Düsseldorf 2026 will include several new features aimed at comfort and engagement. Immersive experiences and festival-like elements are planned throughout the event. The ProWein Agora stage program will offer more than 12 hours of talks, panels, and keynotes on topics relevant to both wine and spirits professionals and those from related industries. International speakers will present visionary ideas intended to inspire change.

Other notable additions include a redesigned ProWein Zero section in Hall 5, which will now feature spirits alongside interactive tastings. The ProWein Sparkling section will provide a journey through sparkling wines with speed tastings at a dedicated bar in Hall 4.

The layout of Halls 1 through 7 has been reconfigured to accommodate approximately 4,000 exhibitors from over 60 countries. This new arrangement is intended to improve visibility for exhibitors and make navigation easier for visitors. For the first time, the popular ProSpirits area will occupy two entire halls, reflecting growth in the spirits sector.

ProWein Düsseldorf 2026 is scheduled to take place from March 15 to March 17. Organizers expect around 4,000 exhibitors representing more than 60 nations. The ProSpirits section alone will feature about 500 exhibitors showcasing a wide range of international spirits from over 50 countries. With these changes, ProWein Düsseldorf aims to reinforce its position as a leading platform for business and innovation in the global wine and spirits industry.