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ProWein Düsseldorf Unveils Data-Driven Insights to Action Platform for 2026 Trade Fair

New digital framework aims to streamline exhibitor selection and enhance business outcomes for international wine buyers and sellers

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ProWein Düsseldorf is introducing a new digital framework called Insights to Action (I2A) for its upcoming trade fair, scheduled from March 15 to 17, 2026, at the Düsseldorf fairgrounds in Germany. This initiative marks the first time an international B2B wine trade fair has implemented a structured, data-driven approach designed to support trade visitors throughout their entire experience—before, during, and after the

event.

The I2A framework was developed following a comprehensive scientific analysis of B2B wine buyers' purchasing behavior. Kerstin Houf, Senior Project Manager at ProWein Düsseldorf, created the concept as part of her Master's thesis in International Wine Marketing at the University of Applied Sciences Burgenland. Her research focused on how international trade visitors prepare for trade fairs, what information they consider relevant for decision-making, and which criteria influence their selection of exhibitors and products.

Based on these findings, ProWein has enhanced its digital services to provide more targeted guidance and efficient navigation for attendees. The new system allows trade visitors to filter exhibitors and products by origin, price segment, availability, and other key criteria. The Fair Match matchmaking tool enables users to schedule appointments directly with relevant exhibitors in a transparent and organized manner.

The I2A framework is designed to accompany visitors through every phase of their trade fair journey. Before the event, attendees can search for and compare exhibitors and products while planning appointments. During the fair, they benefit from improved orientation tools, digital note-taking features for products and masterclasses, and access to detailed exhibitor profiles. After the event, all collected information—including conversations, product details, and tasting notes—remains accessible for follow-up activities. This allows visitors to revisit contacts and prepare purchasing decisions without time constraints.

Exhibitors also gain increased visibility at critical points where purchasing decisions are made. To help them maximize these opportunities, ProWein offers special training sessions that explain current trends in B2B buyer behavior and provide guidance on optimizing exhibitor profiles. An animated tutorial video further illustrates how I2A changes the preparation process and enhances visitor guidance.

ProWein's approach is guided by the principle "Activate. Integrate. Generate." The goal is to create a modern business platform that prioritizes quality interactions, clear structures, and commercial relevance. By streamlining information flow and focusing on business needs, ProWein aims to make trade fair visits more productive for both buyers

and sellers.

For those interested in attending or exhibiting at ProWein 2026, Messe Düsseldorf North America provides additional information via phone at (312) 781-5180 or email at info@mdna.com. Hotel arrangements can be made through TTI Travel at (866) 674-3476 or info@ttitravel.net. More details are available on the official websites www.prowein.com and www.mdna.com.