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ProWein Düsseldorf 2026 Launches App and Matchmaking Tool to Streamline Trade Fair Networking

New digital platform offers personalized recommendations, interactive navigation, and year-round business connections for exhibitors and visitors

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ProWein Düsseldorf 2026 is introducing new digital tools aimed at making business connections and trade fair planning more efficient for both visitors and exhibitors. The ProWein App, available for smartphones, is designed to serve as a comprehensive guide throughout the event. It provides users with detailed information about all exhibitors and their products, allowing for targeted searches and easy access to relevant data. The app also offers personalized recommendations for exhibitors, products, and events based on individual interests and business objectives.

Navigation across the exhibition grounds is simplified through an interactive hall plan within the app. This feature helps visitors locate exhibitors quickly and plan their routes efficiently. Entry to the trade fair is streamlined with a contactless QR code system integrated directly into the app, reducing wait times and physical contact at entrances.

A key addition to the digital offering is Fair Match, an integrated matchmaking tool that connects visitors with suitable business partners. Fair Match uses information about visitors’ interests and exhibitors’ product categories to generate personalized contact suggestions. This targeted approach aims to maximize the relevance of networking opportunities at the event.

Fair Match also includes features such as appointment scheduling between visitors and exhibitors, with new options in 2026 for more flexible rescheduling. Users can save favorite contacts for quick access later and communicate directly through an integrated chat function. Starting in 2026, Fair Match will also be available as a web version, expanding accessibility beyond mobile devices.

One notable aspect of Fair Match is its year-round functionality. The tool remains active after the trade fair ends, allowing users to continue developing business relationships over time. From 2026, Fair Match will offer a direct link to the Exhibitor Database, enabling users to browse and connect with relevant contacts immediately.

The ProWein App and Fair Match are supported by the Insights to Action (I2A) Framework, which enhances exhibitor profiles for greater transparency and precision in searches. This framework helps users identify producers and products that align closely with their business needs.

By combining information access, navigation tools, and networking features in one platform, ProWein aims to create a more strategic and data-driven experience for attendees. These digital solutions are intended not only to improve efficiency during the event but also to support ongoing business development throughout the year. Organizers expect these innovations to contribute to stronger business outcomes for participants at ProWein Düsseldorf 2026 and beyond.