vinetur

ProWein Düsseldorf 2026 Unveils Strategic Reorientation to Bolster Global Trade Fair Leadership

Organizers introduce new formats and digital tools to attract key buyers and enhance business opportunities for wine and spirits professionals

Thursday, March 19, 2026



ProWein Düsseldorf 2026 has confirmed a strategic reorientation, aiming to strengthen its position as a leading international trade fair for wine and spirits. The event took place from March 15 to 17, 2026, at Messe Düsseldorf, bringing together 3,400 exhibitors from 63 countries. Over the three days, 31,000 trade visitors from 105 nations attended, using the fair as a platform for business and distribution decisions.

A significant focus this year was on buyers from major import markets, including Germany, Belgium, the Netherlands, Scandinavia and the United States. Organizers introduced a revised Hosted Buyer program to attract key decision-makers and facilitate targeted business meetings. The ProWein App, featuring the Fair Match matchmaking tool, played a central role in connecting participants. According to organizers, 72,488 business contacts were initiated through the app before and during the event.

The fair’s new hall concept aimed to improve efficiency by grouping segments more clearly and reducing walking distances. This change received positive feedback from both exhibitors and visitors. However, some suggestions for further improvement were noted, particularly regarding the connection between New World producers and Spain in Hall 6.

ProWein introduced several new formats this year. ProWein Agora served as a central stage for market analysis and strategic discussions. Sparkling Visions highlighted international sparkling wines with a dedicated area that drew strong interest. The No/Low alcohol category was featured in the ProWein Zero Tasting Zone, reflecting growing demand for these products. The ProSpirits section expanded significantly, with 500 exhibitors from 50 countries showcasing spirits across two halls.

For the first time, ProWein City Vibes extended the event’s reach beyond the fairgrounds into Düsseldorf itself. Sixty-four curated events connected exhibitors with local food service providers and consumers throughout the city.

On the final day of the fair, a local public transport strike threatened to disrupt travel for attendees. In response, Messe Düsseldorf organized a shuttle service with 30 coaches to transport visitors and exhibitors between the fairgrounds, airport and central train station.

Marius Berlemann, Chief Operating Officer at Messe Düsseldorf, emphasized that ongoing development is essential for ProWein’s continued relevance. He highlighted the appointment of Frank Schindler as director in October 2025 as part of efforts to sharpen the event’s focus on trade professionals and decision-makers.

Planning for further changes is underway as part of a multi-year development process. Organizers plan to present updates at a press talk scheduled for late May. The next edition of ProWein Düsseldorf will take place from March 7 to 9, 2027. Internationally, related events are planned in Tokyo and Singapore in April.