

POST SHOW REPORT



International Trade Fair
for Wines and Spirits

24 – 27 April 2018

Singapore Expo

singapore.prowineasia.com

  ProWine Asia (Singapore)

THE PROVEN GATEWAY TO SOUTHEAST ASIA: SUCCESS ONCE MORE FOR PROWINE ASIA (SINGAPORE) 2018!

With Singapore gaining momentum as the region's wine hub and gateway to key Southeast Asian markets, set against the backdrop of Asia's growing wine culture and rising middle class, significant market interest and enthusiasm has been brewing from international wine and spirits companies.

Reflective of industry trends, the 2nd edition of ProWine Asia (Singapore) welcomed 270 exhibitors from 33 countries, as well as over 7,200 quality trade visitors with 40 per cent coming from outside of Singapore, mostly from Malaysia, Thailand, Indonesia and the Philippines across its four-day staging – well continuing its successful run as the premiere business-promoting platform for Southeast Asia's wines and spirits sectors.

Jointly organised by Messe Düsseldorf Asia and UBM, ProWine Asia (Singapore) – part of the ProWein World Series of leading trade fairs for wines and spirits, was held alongside the 40th anniversary edition of Food&HotelAsia (FHA), the region's leading food and hospitality trade event which welcomed 81,896 attendees.

“ Events such as FHA and ProWine Asia (Singapore) provide invaluable opportunities to help our companies network and exchange ideas. I am confident that the shows will continue to foster stronger cross-sector collaboration and open doors to generate new business engagements for all participants. ”

Dr Koh Poh Koon
Senior Minister of State,
Ministry of Trade and Industry

Held alongside:



Supported by:



Held in:



Jointly organised by:



EXHIBITORS OVERVIEW

270 leading exhibitors from **33 countries** presented a wide range of varietals and labels



15 national pavilions and country groups, with the largest coming from Spain, Italy and France, as well as first-time participation from Croatia



Showing from **up-and-coming wine countries** such as **India** and **Thailand**



Significant increase in exhibitors representing the following sectors:

- Wines
- Whiskey
- Wine accessories
- NEW** Biodynamic & organic wines
- Sparkling wines
- Sake
- Trade literature
- Spirits
- Tequila
- Services
- NEW** Craft beer

Top target markets



Key sectors of interest

(in addition to Importers / Distributors / Wholesalers)

- Hotels
- Resorts
- Restaurant
- Bistros
- Cafes
- Supermarkets
- Hypermarkets
- Bars / Clubs

70% of exhibitors were **satisfied** with their participation at ProWine Asia (Singapore) 2018

Top 5 objectives for participation

- Find new buyers
- Explore new markets
- Brand-building / brand awareness
- Collect marketing information
- Servicing existing clients

More than half of exhibitors would **recommend** the trade fair to a friend or colleague

More than half of exhibitors would **exhibit again** in 2020



HEAR FROM OUR EXHIBITORS

“ We feel that we made a very good investment exhibiting at ProWine Asia (Singapore) for the first time as we received a lot of enquiries. The Asian market is not familiar with Croatian wines and spirits and this has been the perfect platform to showcase them. ”

Ms Irena Leskovic
Marketing Manager,
CLAI D.O.O.

“ 2018 was the first year we exhibited in Asia and were on the lookout for importers from this region. We are pleased to report that we were impressed by the quality of visitors at our stand. Thanks to ProWine Asia (Singapore), we now have three importers in Asia, two from the Philippines and one from Sri Lanka. ”

Ms Christine Andrews
Business Development Manager Asia,
Cape Wine Exporters

“ For me this is one of the best exhibitions in the region, mostly because it is not only for the local market, but for the whole region. We met a lot of international visitors and partners from the region who have come specifically to this exhibition. ”

Mr Rien Kroos
Regional Manager Asia Pacific,
United Dutch Breweries



HIGHLIGHTS AT PROWINE ASIA (SINGAPORE) 2018



Growing international presence

Exhibiting for the first time were representations from Croatia, Cyprus, India, Mexico, Montenegro, Thailand and Romania – further emphasizing the significance of the markets in this region.

First time feature: Asian wines

The trade fair provided an ideal inaugural platform to showcase award-winning Asian wines from Siam Winery (Thailand) and Grover Zampa (India).

WSET® Level 1 Award course in Wines

For the first time, at a trade fair setting, wine and spirits professionals and enthusiasts had the opportunity to obtain the WSET® Level 1 Award in Wines. WSET® qualifications are globally recognised as the international standard in wine and spirits knowledge.

Return of the popular Champagne Lounge

A total of 18 Champagne houses offered unique experiences for visitors to seek advice and consult with oenologists to better understand and appreciate the bubbly.

Co-location with the 30th National Cocktail Competition

In collaboration with the Association of Bartenders and Sommeliers Singapore (ABSS), the finals saw the crowning of winners in the following categories; Mocktail & Student, Cocktail & Tea, as well as Cocktail Flaring and Speed Bottle Opening.

VISITORS OVERVIEW



7,218 trade visitors
from **20 countries**
and regions



41% of overseas trade
visitors

Top markets



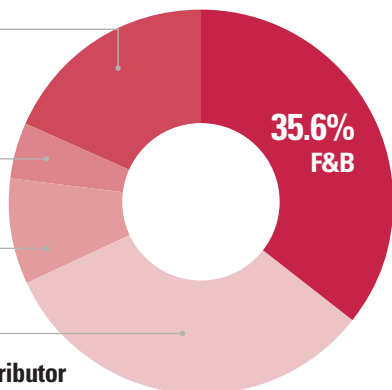
Breakdown by company's main activity

18.2%
Others
(Academic institute, logistics, trade
association, business services, etc)

4.7%
Retailer

8.8%
Hospitality and Tourism

32.7%
Importer / Wholesaler / Distributor
Producer / Manufacturer



Top 5 visitor profile

By job function:

- 1** Corporate Management (Owner / Proprietor / President / CEO / MD / GM)
- 2** Sales / Marketing / Business Development
- 3** F&B (F&B / catering management, chefs, culinary staff, bartender, barista)
- 4** Purchasing
- 5** Operations / Maintenance / Production Management

By areas of interest:

- 1** Champagne
- 2** Still Wines – Red, Still Wines – White
- 3** Dessert Wines, Sparkling Wines, Still Wines – Rosé
- 4** Spirits
- 5** Sake

- ☉ **More than 88% were satisfied** with their visit to ProWine Asia (Singapore) 2018
 - **80% found new suppliers, agents, principals**
 - **65% placed orders at the trade fair**
- ☉ **Over 90% will attend the fair again** and recommend it to their friends



HEAR FROM OUR VISITORS

“ ProWine Asia (Singapore) is the region's leading wines and spirits show. I came here to source for wines and sakes and was surprised at the volume and range on show. I am glad that I could achieve what I came here for, and will certainly recommend this trade fair to wine producers and distributors in the region. ”

Mr Andrew Neo

Business Owner, W Wine & Liquor Warehouse

“ There have been many new developments in the region, so it is a great start to have Asian wines featured at a trade fair - truly a gem for ProWine Asia (Singapore). I look forward to seeing more at the next edition. ”

Ms Widya

President of the Indonesia, Sommelier Association
- Bali Chapter





MASTERCLASSES AND SEMINARS: PROMOTING SKILLS AND KNOWLEDGE TRANSFER AT PROWINE ASIA (SINGAPORE) 2018

More than 1,000 participants attended the series of masterclasses and seminars that complemented the trade fair and provided an avenue to build technical expertise and network with some of the industry's best. Topics covered include how to taste blind, understanding whisky and champagne, wines from Bordeaux, introduction to sake and craft beers, as well as an exploration into Southeast Asian wines and viticulture.



“ This is the perfect platform to educate the market about Southeast Asia wines. Going by the response received from the masterclasses, it is a clear indication that people are curious about the wines of this region. ”

Eddie McDougall

Wine critic, chairman of Asian Wine Review, columnist and TV personality behind The Flying Winemaker

Bordeaux - the Seminal Fine Wine Region of the World - Wine & Spirit Education Trust (WSET®)
Presenter: Mr Jackie Ang and Dr Huijuan Wu

Chianti Wines
Presenter: Mr Edwin Soon

Wine Country Austria
Presenter: Annette Scarfe MW

Introduction to the Wines of Indonesia
Presenter: Mr Eddie McDougall, Chairman and The Flying Winemaker



“ The wines and spirits market in Singapore is definitely doing well. And generally in Asia, we are also experiencing a lot of growth. I am pleased to be able to share my knowledge on whiskies at this masterclass during the exhibition. ”

Mr Lam Chi Mun

Director
Diageo Bar Academy Asia Pacific

ProWine
ASIA
International Trade



MASTI
Day 1 • 24 April (Tue)
Indigenous Black Grapes of Italy - Wine & Spirit Education Trust (WSET®)
Presenter: Ms Daphne Leong
How to Taste Blind
Presenter: [Name]



Pre-show media briefing and wine pairing dinner attended by regional media such as Epicure Asia, Lianhe Zaobao, Singapore Tatler, Spirited Singapore, Wine & Dine and more

MARKETING & PROMOTION



Feature articles, profile stories, and editorial coverage across a range of print, digital and broadcast regional media



Ads on Google Display Network garnered over **3 million impressions** and **9,000 clicks** for the period 27 Mar – 5 Apr 2018



Over **1.4 million impressions** and **37,000 clicks** on Facebook and LinkedIn across a 2-month campaign



Highly targeted telemarketing efforts to more than **2,000 VIP** in Singapore, Malaysia, Thailand, Philippines, Vietnam, Indonesia, Australia and India

TICKET TO THE WORLD

PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS.



07 - 10 May 2019
Hong Kong

31 Mar - 03 Apr 2020
Singapore



12 - 14 Nov 2019
Shanghai, China



15 - 17 Mar 2020
Düsseldorf, Germany