

Highlight

# ProWein 2020 postponed to next year – from 21 to 23 March 2021

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The ProWein 2020 had to be postponed due to the effects of the Coronavirus/Covid-19; the new dates are the regular trade fair dates from Sunday, 21 March to Tuesday, 23 March 2021. “We have taken this decision in in-depth dialogue with our partner associations and key players in the industry. The special challenge here was there is only a very tight “trade fair window” open for the wine industry – one which is additionally narrowed down by the insecure situation created by the Coronavirus,” says Erhard Wienkamp, Managing Director at Messe Düsseldorf GmbH, and goes on to say: “Against this background the decision is the only correct conclusion to be drawn – all in the interest of the wine and spirits industry”.

The German Wine Institute, a conceptual sponsor of ProWein, fully backs up the decision. “We expressly welcome that Messe Düsseldorf was courageous enough to take this step, which is entirely in the interest of the wine industry. Weighing all the benefits and drawbacks Messe Düsseldorf has reacted in a considerate, prudent and right way to our mind,” says Monika Reule, Managing Director at DWI.

Existing contracts between Messe Düsseldorf and the exhibitors will also remain valid for the alternative dates. The same applies to already purchased visitor tickets. Should they have any questions visitors can contact the following account: [ticket@messe-duesseldorf.de](mailto:ticket@messe-duesseldorf.de).

By the same token “ProWein goes city”, the joint initiative of the trade association Destination Düsseldorf and Messe Düsseldorf, will follow this postponement and again become a central attraction for wine lovers and travel enthusiasts thanks to its diverse programme in restaurants, hotels and specialist retail stores.

## **New Dates for ProWine 2020 in Singapore**

Also postponed due to the Coronavirus Covid-19 was ProWine 2020 in Singapore – which will now be held from 13 to 16 July 2020 in parallel with FHA-HoReCa. For more information go to <https://singapore.prowineasia.com/> bzw. [www.fhahoreca.com](http://www.fhahoreca.com).

ProWein World also includes ProWine in Sao Paulo (20 to 22 October 2020), ProWine in Shanghai (10 to 12 November 2020) and ProWine in Hong Kong (18 to 21 May 2021)