

April 21–24
2026

Singapore
Asia



ProSpirits

Singapore

DISCOVER THE TASTE

International Trade Fair
for Wines & Spirits

For
trade visitors
only!

FOR DIVERSITY.

Singapore

→ prowine-singapore.com

Organized by



informa
markets



Messe
Düsseldorf
Asia



PROWINE SINGAPORE 2026: CONNECTING YOU WITH A WIDER TARGET AUDIENCE IN ASIA'S KEY TRADING HUB FOR THE WINE AND SPIRITS INDUSTRY

As Southeast Asia's wine and spirits industry continues to grow, ProWine Singapore 2026 offers an unparalleled platform for exhibitors to tap into the region's rising demand for premium products, craft spirits, product innovation, sustainability, and low-to-no-alcohol alternatives. With the global luxury wine and spirits market projected to reach S\$14.8 billion by 2031, the appetite for unique, high-quality beverages is greater than ever.

With the Asia-Pacific region remaining the fastest-growing market - driven by a young, affluent demographic and increasing demand for premium and super-premium offerings - ProWine Singapore 2026 is your gateway to engage with key decision-makers and understanding the region's evolving consumption trends.

Voice of Exhibitor

"We met a lot of people who are genuinely interested in German wine, which is fantastic to see. We encountered high quality visitors who had excellent experiences and were able to network effectively. This event broadened our expertise in Singapore and the rest of Asia. The feedback from our winemakers was positive. In fact, we've doubled our exports over the last year. Singapore is a very promising market for us."

*Jessica Himmelsbach German Wine Princess,
Deutsches Weininstitut*

HIGHLIGHTS AT PWSG 2026

ProWine Zero: No and Low-Alcohol Wines and Spirits

ProWine Zero is the leading platform for the latest no and low-alcohol wines and spirits. As consumer preferences shift towards healthier options, this specialised zone is ideal for connecting your brand with an expanding market. Utilise this space to engage industry professionals and position your products at the forefront of the trend.

ProSpirits: Featuring Craft and Artisanal Spirits

This dynamic space is designed to spotlight your craft and artisanal spirits through immersive tasting experiences. With a regional focus on flavour experimentation, this dedicated zone offers exhibitors an unparalleled opportunity to engage with key buyers, distributors, and industry professionals. Showcase your brand, connect with new audiences, and drive the future of spirits in Asia.

Discovery Bar: Presenting Innovative & Fresh Offerings

The Discovery Bar offers exhibitors a prime opportunity to present their latest and most innovative products directly to visitors keen on exploring new offerings. Whether it's gin, craft beverages, or modern alcoholic drinks, this platform enables you to engage potential buyers and industry professionals with a firsthand tasting experience that showcases your brand and new creations.



Exhibit Profile

- Still Wines – White
- Still Wines – Rose
- Still Wines – Red
- Fruit Wines
- Organic Wines
- Vegan Wine
- Low Alcoholic Wines
- Dessert Wines
- Fortified Wines
- Sake
- Sparkling Wines/Champagne
- Spirits / Craft Spirits
- Other Alcoholic Beverages
(Beer / Craft Beer, Cider, Stout)
- Seminars and Wine Education
- Wine Equipment & Accessories
- Wine-Related Services
- Wine-Related Technologies



Visitor Profile

- Wine & Spirits Importers / Distributors / Wholesalers
- Wine & Spirits Retailers
- Wine & Spirits Accessories Importers / Distributors / Wholesalers / Retailers
- Wine Brokers / Investors

Inuencers on Wine & Spirits Purchases:

- Sommeliers
- Bartenders
- F&B Managers
- Chefs

Purchasers from:

- Airlines / Cruise Liners / Rails
- Bars / Pubs / Clubs
- Duty-free Retailers
- Hotels / Resorts
- Hypermarkets / Supermarkets / Convenience Stores
- Institutional Caterers
- Restaurants
- Trade Associations

IN REVIEW: PROWINE SINGAPORE 2024

Exhibitors

200 exhibitors from 24 countries

7 National pavilions and country groups

France | Germany | Ireland | Singapore | Spain



Three Spanish regions:
Catalonia, Castille & Leon, and Utiel-Requena.

First German Pavilion

The Federal Ministry of Food and Agriculture (BMEL) hosted the first German Pavilion at ProWine Singapore which showcased 11 wine producers from four distinct regions.

Largest National Group: Representation from Spain

Three distinct provinces were represented by 38 companies from: Catalonia, Castile and Leon, and Utiel Requena of Valencia Province.

Voice of Exhibitors

"I'm thrilled to launch our products here in Singapore and meet industry professionals from both within the region and beyond. ProWine is a significant event, even in Europe. Singaporeans love the flavours of Sweden and appreciate the design of our packaging."

*Dennis Bejedal, Founder & Master Distiller,
Nordbotten Destilleri AB Sweden*

"ProWine Singapore 2024 provided valuable insights into the Asian buying market and spirits industry trends. We connected with numerous businesses, gaining knowledge on growth expectations and consumer preferences. The event strengthened relationships with current customers and attracted potential leads, offering significant exposure for us. We plan to attend the next edition."

*Saskia Van Der Kloot, Marketing Manager,
SASMA Netherlands*

Visitors

Visitor Statistics

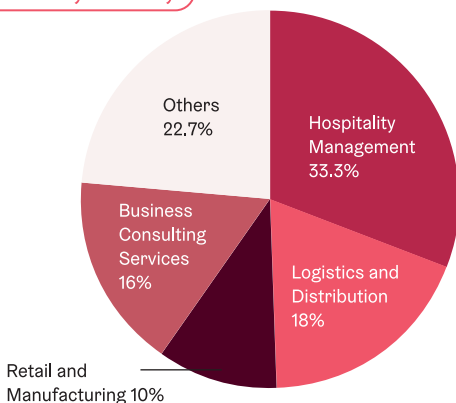


(40% increase from 2022)

Top 10 Visiting Countries

1. Malaysia
2. Indonesia
3. China
4. Philippines
5. Thailand
6. India
7. Australia
8. Taiwan
9. Vietnam
10. Hong Kong

Visitor by Industry



Voice of Visitors

"The show had a buzzing energy – lots of people and a great atmosphere. It was easy to navigate and explore the latest innovations, which sparked some exciting ideas for my own business."

*Avanish B.S. Tuladhar, Operational Director,
Nepal Liquors Pvt Ltd, Nepal*

"ProWine Singapore was a pleasant surprise! The inclusion of gins, whiskeys, and sakes broadened the appeal of the event and made for a more interesting experience."

*Chin Keong Chan, Project Manager,
TIPI Co Ltd, Thailand*

FIRST PROWINE SINGAPORE AWARDS

FIRST PROWINE SINGAPORE AWARDS - highlighted three key pillars: education and training, experience and engagement, and trade. Across nine categories, the Awards celebrated innovation, expertise, and commitment within the global wine and spirits community.

Award Winners

Best Wine & Spirits Education Programme

- The Beverage Clique Academy

Best Emerging Wine and Spirits Talent

- Howard Chang Tse Hao

Best Wine & Spirits Establishment and Best in Glass - Wine & Spirits List

- 67 Pall Mall

Best Sustainable Wine & Spirits List

- RVLТ

Best Emerging Wine & Spirits Establishment

- FURA

Best No-Lo Beverage List

- ASAP & CO

Best Wine & Spirits Retailer

- La Maison Du Whisky
- Singapore Straits Wine Company Pte Ltd

Top 10

Outstanding Wine & Spirits Importer / Distributor

- Alfa International Pte Ltd
- Cuvee Consulting Pte Ltd
- Grand Vin Pte Ltd
- Le Vigne Pte Ltd
- Limwood Group Pte Ltd
- Makoto-Ya (S) Pte Ltd
- One Minor Group Pte Ltd
- Singapore Straits Wine Company Pte Ltd
- The Curators Collective
- Whistler Wine & Spirits Pte Ltd



A CELEBRATION OF SUSTAINABILITY – A COLLABORATION BY PROWINE SINGAPORE AND THE DRINKS BUSINESS ASIA



This collaboration recognised two drinks companies for their outstanding work in sustainability and their pioneering eco-conscious ways of doing business. “Celebration of Sustainability” was awarded to exhibitors Bobal de San Juan from Spain and ClonaKilty Distillery from Ireland.

MASTERCLASS PROGRAMME - FROM GUIDED TASTINGS TO KNOWLEDGE AND INSIGHTS



The signature Masterclass series offered a diverse range of topics, providing valuable insights into industry trends and innovations. Participants delved into the versatility of Pinot Grigio, Japanese craft spirits, and Irish spirits, while engaging discussions on no- and low-alcohol beverages added depth to the programme.

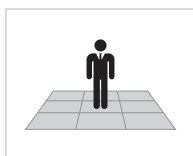
“ProWine masterclass series is an excellent platform for industry players wanting to feel the pulse of the market dynamics and exchange ideas.”

*Patrick Sng
Founder & CEO, One Minor Group*

BE PART OF PROWINE SINGAPORE!

ProWine Singapore

21 – 24 April 2026



Space only:
SGD 690 per m²



Walk on Stand:
SGD 800 per m²



Premium Stand:
SGD 820 per m²

All net rates quoted in Singapore Dollars. Prevailing & additional charges apply where applicable. *Walk on & Premium Stand packages come with carpet and fascia with company's name. 3 options for carpet colour – earth, black or burgundy red. No financial credit will be given for any package item not utilised. Visuals are for illustration purposes and are subject to change. **Kindly note that there is a mandatory Event Service Fee of SGD 700 or USD 520 to be added on to each exhibiting company.** This includes registration, online directory, matchmaking services and 12-month subscription for Informa Market's Food & Hospitality Digital Community Platform, Saladplate.

Furniture & Electrical Entitlement

Package comes with carpet and fascia with company's name

Walk on stand area in m ²	6	9	12	15	18
Information counter (1000 mm high)	1	1	1	1	2
Round table	-	1	1	1	2
Easy chair	-	2	2	3	4
Tall glass showcase	-	1	1	1	2
Bar stool	1	1	2	2	2
Lockable store room with storage shelves m ²	1	1	1	1	2
Wastepaper basket	1	1	1	1	2
13amp socket	1	1	1	1	2
100W LED arm spotlight	2	2	3	3	4

Premium stand area in m ²	18	24	30	36
Information counter (1000 mm high)	2	2	3	3
Round table	2	2	2	2
Easy chair	4	4	6	6
Tall glass showcase (with downlight)	2	2	3	3
Bar stool	2	2	3	3
Lockable store room with storage shelves m ²	2	2	2	2
Wastepaper basket	1	2	2	3
13amp socket	2	2	3	4
100W LED arm spotlight	2	3	4	4
Low glass showcase	1	1	2	2



GET IN TOUCH WITH US

Contact



Messe
Düsseldorf
Asia

Beatrice J. Ho

phone: +65 6332 9642

e-mail: beatrice@mda.com.sg



Messe
Düsseldorf

ProWein Team

phone: +49 211 4560 521

e-mail: prowein@messe-duesseldorf.de



informa
markets

Cecilia Ng

phone: +65 6989 6546

e-mail: Cecilia.Ng@informa.com



informa
markets

Fiona Murray

phone: +44 20 7560 4309

e-mail: Fiona.Murray@informa.com

Held Alongside:



Supported by:



Held In:



Düsseldorf

16–18 Mar 2025

Tokyo

15–17 Apr 2025

Hong Kong

14–16 May 2025

São Paulo

30 Sep – 2 Oct 2025

Mumbai

31 Oct–1 Nov 2025

Shanghai

12–14 Nov 2025

Singapore

21–24 Apr 2026

ProWein takes you to the world's key markets:

→ prowein-world.com

Contact for exhibitors:

→ prowein@messe-duesseldorf.de

Messe Düsseldorf GmbH
Stockumer Kirchstr. 61
40474 Düsseldorf, Germany

