

For immediate release

ProWine Asia (Singapore) to be postponed to 29 June – 2 July 2021

Singapore, 8 October 2020 - Messe Düsseldorf Asia today announced that [ProWine Asia \(Singapore\)](#) will be moved to **29 June – 2 July 2021** in line with FHA-Food & Beverage 2021 organised by Informa Markets. The two synergistic trade fairs were originally scheduled to be held from 2 – 5 March 2021, and as with previous editions will co-locate to offer local and international industry players a dynamic sourcing, learning and networking platform for the food, drinks, wines and spirits portfolios.

ProWine Asia (Singapore) is jointly organised by Messe Düsseldorf Asia and Informa Markets, and will be held at Singapore Expo. The postponement of ProWine Asia (Singapore) to June 2021 is in keeping with the FHA-Food & Beverage schedule, where greater market confidence is anticipated after the first quarter of 2021 as large-scale events resume and global travel restrictions recover.

Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, said: “The rich international flavour of participants at ProWine Asia (Singapore) is the very hallmark of the trade fair. By having it in June alongside FHA-Food & Beverage, this will afford us more international involvement and thus optimising participation and investment for exhibitors.”

“We believe wines and spirits producers will be ready to do business as the industry rebounds and prepares for growth. Direct access to key and new markets, innovation, and new routes to market such as e-commerce, will be essential, and we look forward to delivering these possibilities next year.”

“We would like to take this opportunity to thank all ProWine Asia (Singapore) partners, exhibitors and visitors for their continued support as we adapt to shifting conditions together and look forward to welcoming everyone in June,” he added.

A trade-focused platform representing an international line-up of brands and labels, and the latest solutions from the world of wines and spirits, the four day trade fair gathers brand owners, producers, distributors, buyers, specialty retailers, sommeliers, bartenders, and industry professionals from around the region.

A comprehensive hygiene concept tailored to ProWine Asia (Singapore) and in line with Messe Düsseldorf group’s PROtaction standards for hygiene and infection protection will be implemented, particularly pertaining to tasting sessions. These hygiene and safety measures will take place alongside the required guidelines under the SG SafeEvent Standard based on Singapore Tourism Board’s Safe Business Event Framework.

-- Ends --



**International Trade Fair
for Wines and Spirits**

29 Jun - 2 Jul 2021
Singapore Expo

singapore.prowineasia.com

Jointly organised by:



Informa Markets

10 Kallang Avenue #09-16
Aperia Tower 2
Singapore 339510
Tel : (65) 6233 6688
Fax : (65) 6233 6633

Email : pwa@foodnhotelasia.com

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 197000345C



Messe Düsseldorf Asia Pte Ltd

3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655

Email : info@prowineasia.com

Business Registration 199507124Z

About ProWine Asia (Singapore)

A part of the ProWein World Series of leading wines and spirits trade fairs under the Messe Düsseldorf group, ProWine Asia (Singapore) is a trade-focused platform for international wine producers to tap on the growth prospects of Southeast Asia. For more information, please visit singapore.prowineasia.com.

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across three key profiles – Food & Beverage, FoodTech and Restaurant, Bar & Café. More than 80 per cent of the 2,000 exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions. ProWine Asia (Singapore), a satellite event of the highly successful ProWein in Düsseldorf, Germany, will return for its third edition alongside FHA-Food & Beverage. For more information, please visit www.fhafnb.com.

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany; across various sectors such as medical and healthcare, workplace safety, security and health, packaging, printing, plastics, wire and tubes, and wine and spirits. With extensive expertise in organising trade fairs in Southeast Asia, MDA has developed a portfolio of well-established trade fairs in the region since 1995. For more information, visit mda.messe-duesseldorf.com.

About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Media contacts:

Zarina Ann Muhammad / Alvin Sim

Tel: +65 98733674 / +65 92708505

Email: zarina@mda.com.sg / alvin@mda.com.sg



**International Trade Fair
for Wines and Spirits**

29 Jun - 2 Jul 2021

Singapore Expo

singapore.prowineasia.com

Jointly organised by:



Informa Markets

10 Kallang Avenue #09-16

Aperia Tower 2

Singapore 339510

Tel : (65) 6233 6688

Fax : (65) 6233 6633

Email : pwa@foodnhotelasia.com

Singapore Exhibition Services (Pte) Limited | Co. Reg No.: 197000345C



Messe Düsseldorf Asia Pte Ltd

3 HarbourFront Place #09-02

HarbourFront Tower Two

Singapore 099254

Tel : (65) 6332 9620

Fax : (65) 6337 4633

(65) 6332 9655

Email : info@prowineasia.com

Business Registration 199507124Z