



EXPLORE
FINESSE.

ProWine Tokyo 2025



ProWine Tokyo 2024

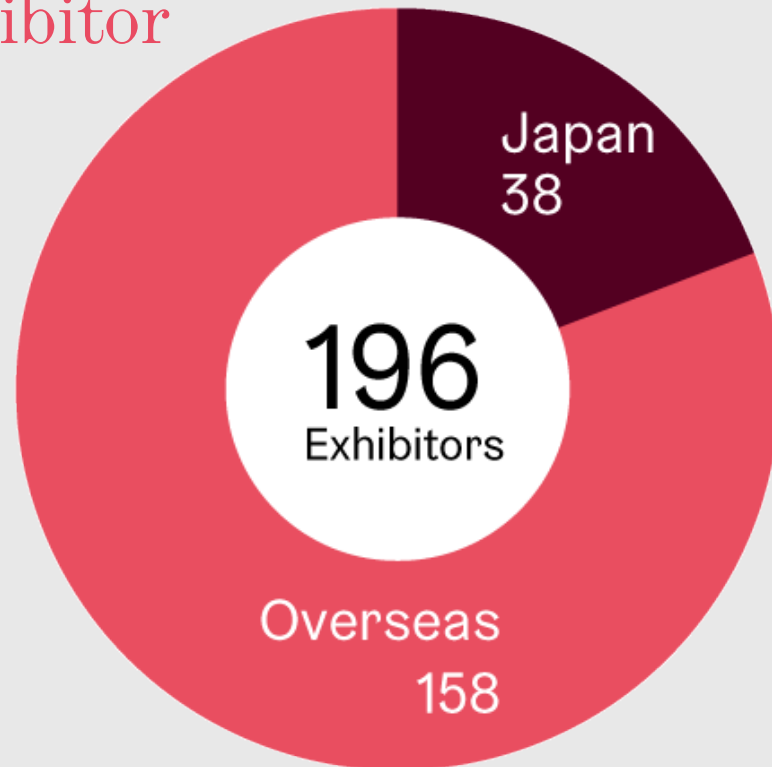


10-12 April, 2024 at Tokyo Big Sight East Hall 7
Together with 7 shows, all relevant for food & gourmet industry



ProWine Tokyo

Exhibitor



TOP 5 countries

| | | |
|-------------|---|---------------|
| 1. Spain |  | 48 exhibitors |
| 2. France |  | 35 exhibitors |
| Japan |  | 35 exhibitors |
| 3. Germany |  | 32 exhibitors |
| 4. Portugal |  | 19 exhibitors |

- Satisfaction... **75%**
- Quality of visitors... **79%**
- Meetings with target groups... **73%**

ProWine Tokyo 2024

Visitors



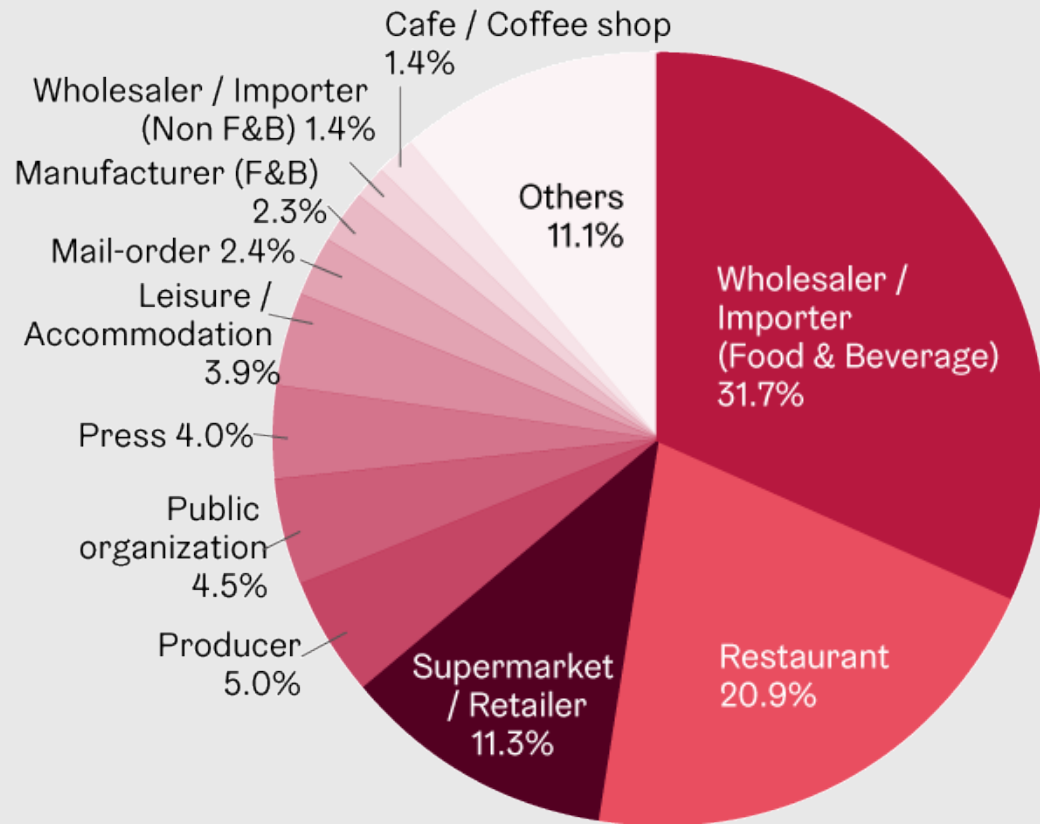
*total number of 8 events

- Satisfaction: 71%
- Purpose achieved: 94%

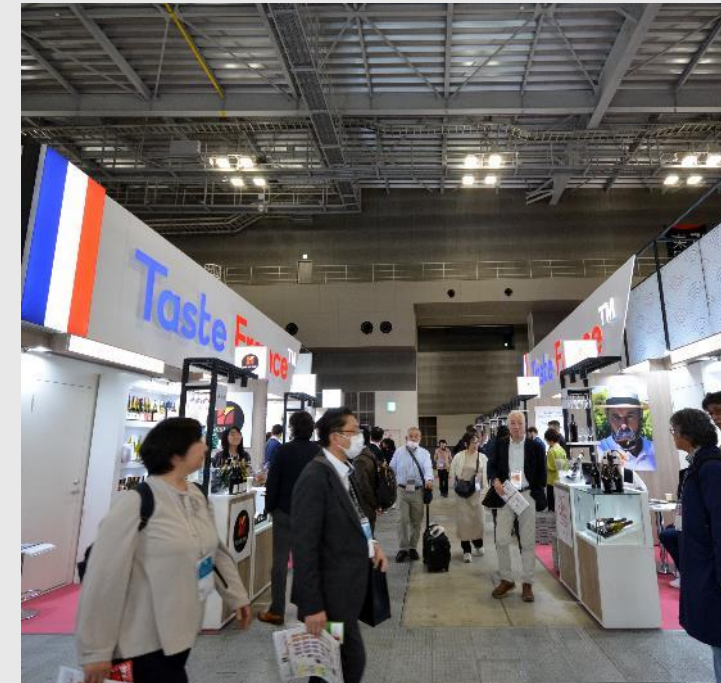


ProWine Tokyo 2024

Visitors



74%: decision makers / influencers



*data from ProWine Tokyo registered visitors

ProWine Tokyo 2024



Events

- 11 FORUM Seminars
- 13 Master Classes
- Wine Kingdom Seminars
- MUNDUS VINI® tasting area
- Champagne Lounge
- Label Contest (Wine Kingdom)
- Wine Wall
- Spirits Bar
- „Wein Highschool“ Photobooth

„very satisfied/ satisfied“

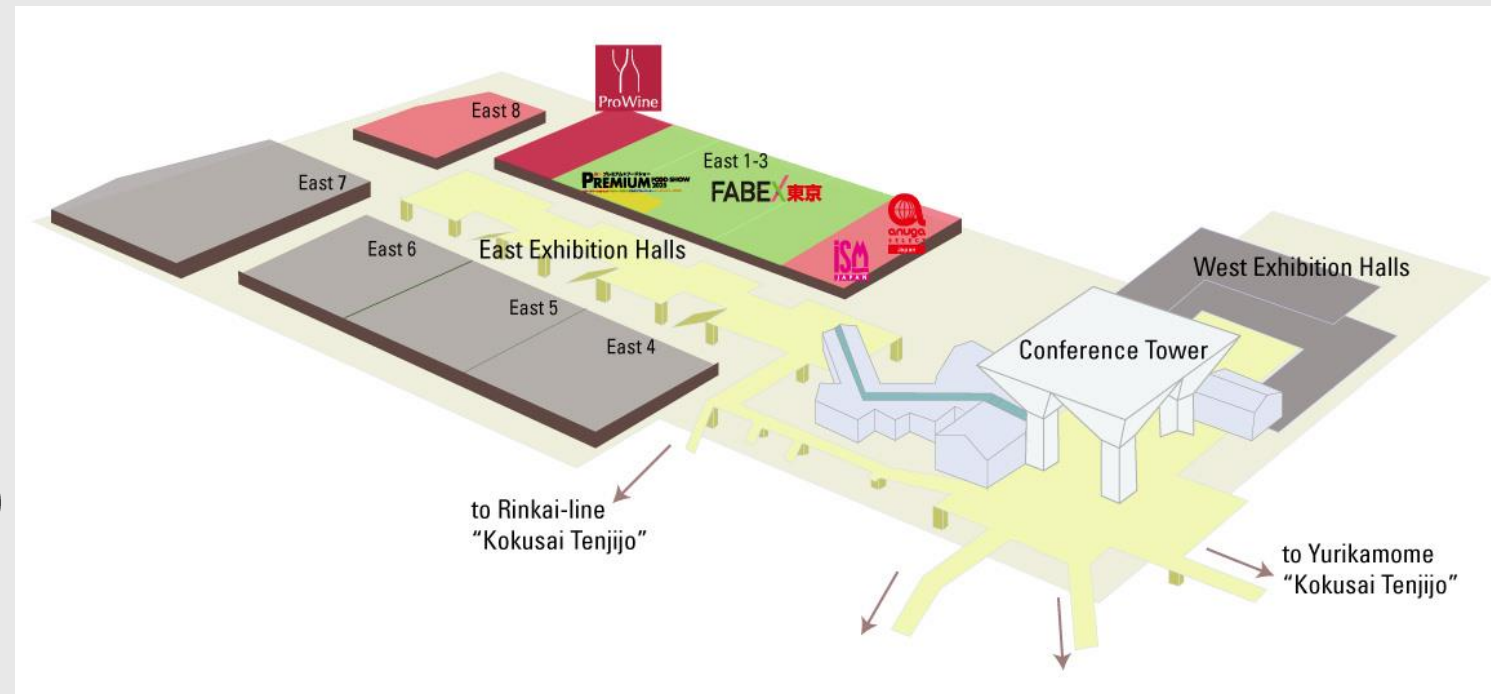
- FORUM: 94%
- MasterClass: 99%



ProWine Tokyo 2025

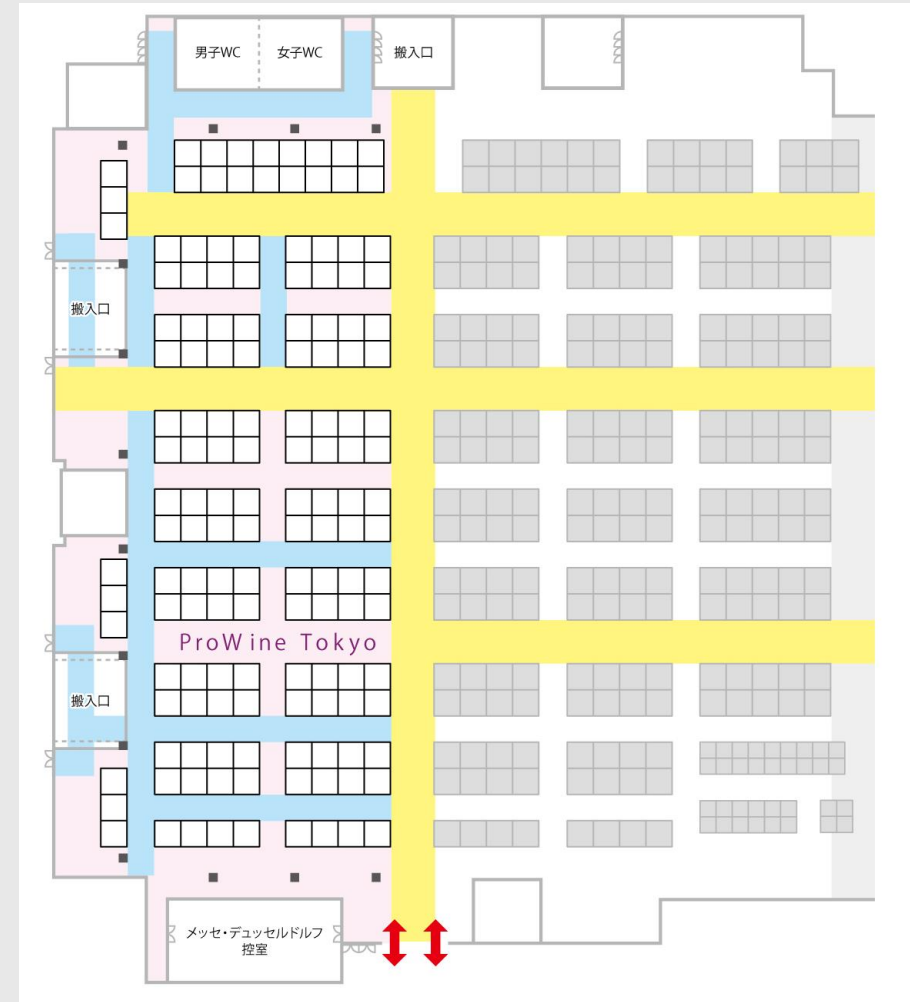
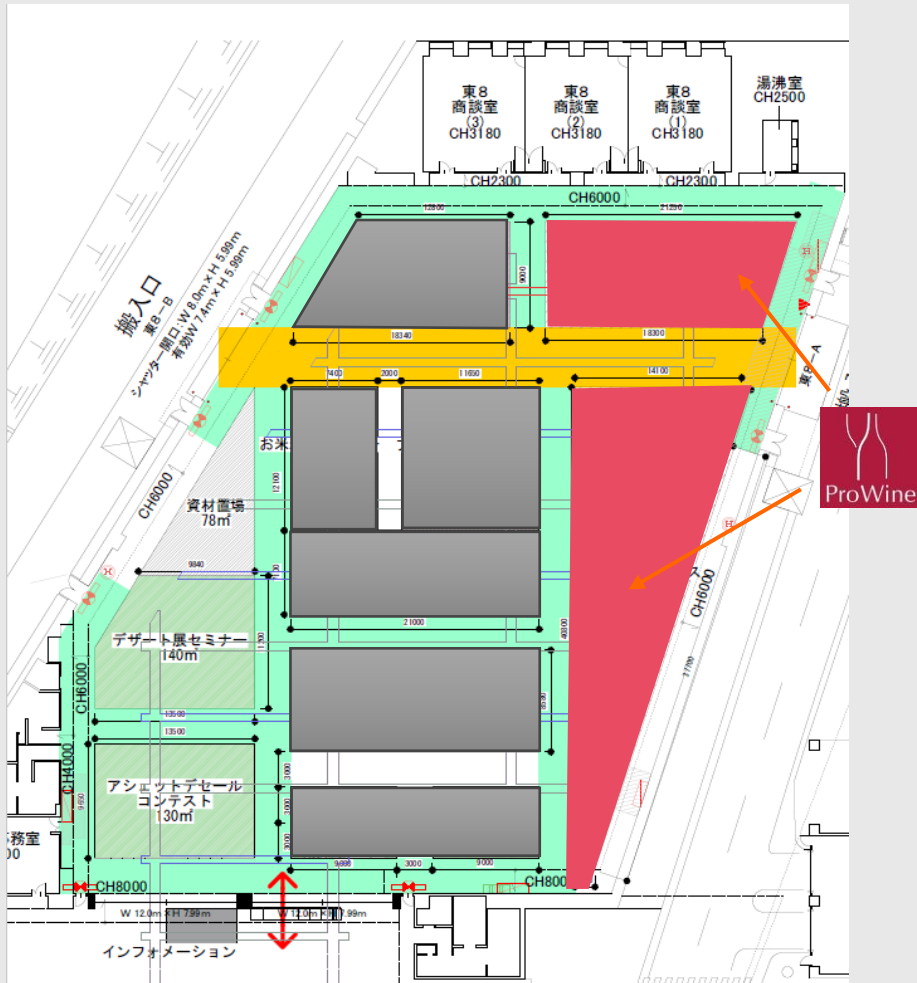


- Date:
15-17 April 2025 (Tue.– Thu.)
- Venue:
Tokyo Big Sight East Hall 3,
Seminars & stages of all events:
Hall 8
- Target exhibitor number: 200
- Expecting visitor number: 60,000
(for 8 shows)



ProWine Tokyo 2025

Exhibitors: Hall 3, Seminars & Stages: Hall 8



ProWine Tokyo 2025



MUNDUS vini® tasting area



“Wine Highschool”
Collaboration



Pearls at ProWine Tokyo

Japanese Market

Wine import forecast 2022 to 2027



Source: DWI Export Forum presentation (2024)
original: wine intelligence (2023)