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WINE AND GOURMET JAPAN TO BE POWERED BY ProWein FOR THE FIRST TIME IN APRIL 2023.



The partnership aims to meet growing demands within the wine industry, with a full rebranding into ProWine Tokyo from 2024.

Tokyo, Japan, September 15, 2022 - The 13th edition of Wine and Gourmet Japan, the only specialised wine and spirits trade fair in Japan, will be powered by ProWein for the first time in 2023. This unique collaboration between Koelnmesse and Messe Duesseldorf - two of the biggest names in international trade fairs - is set to bring an unrivalled selection of wines, spirits, delicacies, and culinary equipment to Asia.

Held at the Tokyo Big Sight convention centre from 12-14 April 2023, Wine and Gourmet Japan - powered by ProWein, will take place alongside seven established partner fairs, including FABEX and ISM Japan, and is expected to draw about 80,000 visitors in three days. With this new partnership, "Wine & Gourmet Japan" will be completely rebranded and officially launched as the new "ProWine Tokyo" in 2024.

Synergies with growth potential

The demand for wine in Japan has accelerated during Covid-19 from 2019 to 2021, bringing robust growth to the sector. Wine retailers are seeing a 119% growth in the market for fine wines and a 110% increase in premium wine prices. The trend is especially notable among the younger generation (20'-30's), with their wine consumption increasing by 15% during the same period.

To cater to the rising consumer demand, Wine and Gourmet Japan and ProWine Tokyo will be teaming up to augment the wine and gourmet portfolio in Japan. While Messe Düsseldorf will eventually be taking over the 'Wine' segment from Wine & Gourmet Japan, Koelnmesse will concentrate on the gourmet food area, together with ISM Japan, which specialises in the sweets and snacks sector.

The combination of FABEX, ProWine Tokyo and ISM Japan means that visitors can enjoy a larger and more specialised product range. The growth potential is enormous, especially due to the free trade agreement with the European Union that came into force in February 2021.

"With ProWine Tokyo, ISM Japan and our gourmet focus, all embedded in FABEX Tokyo, which attracts many visitors and has a wide reach, we are creating an optimal offer for our visitors from the respective industries and a unique platform for our Japanese buyers from retail and HoReCa sectors. Everyone wins!" explained Mr Makoto Takagi, Managing Director of Koelnmesse Japan.

**WINE AND GOURMET
JAPAN - powered by
ProWein**

12-14 April 2023

www.wineandgourmetjapan.com

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“This partnership of FABEX Tokyo, ISM Japan and ProWine Tokyo will create an ideal “one-stop” business platform. Its uniqueness of being comprehensive as a whole, but at the same time highly specialised in general food, sweets & snack, and wine & spirits - fulfils every need of every professional buyer. Exactly like the old saying, ‘Though one may be overpowered, two can defend themselves. A cord of three strands is not quickly broken.’ ” said Ms Akiko Ohara, President of Messe Düsseldorf Japan.

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“The Japanese food & beverage market is a very high-profile industry that makes above-average demands on quality. This is why we are very pleased that our visitors will be able to benefit from the combined competencies and international appeal of ProWine Tokyo and ISM Japan in the future,” said Mr Katsuki Hirayama, Vice President of the Japan Food Journal.

Wine and Gourmet Japan - powered by ProWein, will take place from 12-14 April 2023. The organisers are looking forward to delivering a successful edition in 2023.

For more information on the event, visit www.wineandgourmetjapan.com.

Data Source: SWI (Suntory Wine International), Japan Food Journal

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Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information is available at:

<https://www.wineandgourmetjapan.com/fair/thefair/global-competence-in-food/>

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