

## ProWine Hong Kong 2025 – Final press release 2025

14-16 May 2025  
International Trade Fair  
for Wines & Spirits.  
→ [prowine-hongkong.com](https://prowine-hongkong.com)

### **ProWine Hong Kong 2025 Concludes Successfully: Connectivity, Content and Convergence to Shape a New Trade Landscape**

- Reinforce Hong Kong's Strategic Role as a Regional Hub with Global Reach
- Deliver Forward-Looking Insights and In-Depth Tastings to Drive Industry Value
- Enable Efficient Procurement through Integrated Platforms and Cross-Sector Synergy via ProWine and HOFEX Co-Location

ProWine Hong Kong 2025 concluded successfully on May 16 at the Hong Kong Convention and Exhibition Centre. Against the backdrop of dynamic changes in the global wines and spirits industry, the show welcomed 12,090 trade visitors, with nearly 200 exhibitors from over 20 countries and regions—once again serving as a key bridge between international partners and buyers from Greater Bay Area China and Northeast Asia.

This year's edition not only offered an efficient platform for business engagement but also served as a vital forum for market insights and international collaboration. With a globally diverse exhibitor profile and high-quality supporting events, participants gained both commercial opportunities and strategic foresight. Throughout the event, exhibitors and trade visitors engaged in meaningful dialogue on the current industry landscape and future outlook, reinforcing Hong Kong's status as a regional hub for the wines and spirits trade.

### **Reinforce Hong Kong's Strategic Role as a Regional Hub with Global Reach**

ProWine Hong Kong 2025 continued to reflect the international vision and high standards of the ProWein brand. With a diverse exhibitor lineup from over 20 countries and regions across Europe, the Americas, and Asia and

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beyond, the show featured a dynamic range of offerings spanning both core categories—wines and spirits—further solidifying Hong Kong’s strategic role in the global supply chain.

Despite market headwinds, the show proved highly effective in facilitating business between exhibitors and professional buyers across distribution, hospitality, food service, e-commerce, and retail. The diversity and professionalism of the audience highlighted the enduring appeal and commercial relevance of ProWine Hong Kong in the Greater Bay Area China and Northeast Asia region.

International participation remained a key highlight. Germany brought its largest national pavilion to date, while Spain showcased dual official pavilions from DO Toro region and Junta de Castilla y León region. France, Australia, Italy, and Portugal also returned with their latest products and expressions of regional terroir. In addition, independent exhibitors from Ireland, Azerbaijan, Denmark, Mexico, Ukraine, Singapore, Mainland China, and Hong Kong SAR further enriched the international profile of the event.

Mr. Michael Degen, Executive Director Messe Düsseldorf, remarked: *“Despite the current headwinds facing the global wines and spirits industry, the successful staging of ProWine Hong Kong 2025 once again underscores the industry’s resilience and the strategic importance of Hong Kong as a gateway for international trade. We are encouraged to see a growing number of exhibitors from across the globe continue to rely on the ProWine platform to deepen their presence in the Asian market and explore new business opportunities.”*

The spirits sector also made a strong presence this year. Spirits producers from Ireland, Mexico, Slovakia, and Singapore presented a wide variety of products, along with Chinese Baijiu brands to form a culturally rich, multi-category landscape. Viktor Fomichov, representative of Slovak spirits brand Gas Familia, shared: *“Hong Kong’s recent reform of the spirits excise tax offers a substantial advantage for premium imported labels like ours. The reduction in tax burden supports more competitive pricing strategies and*

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*strengthens our long-term commitment to developing the broader Asian market.”*

Exhibitors also expressed strong recognition and anticipation for the platform. Manuela Liebchen, marketing manager of the German Wine Institute commented: *“This exhibition allowed us to enhance our connection with Hong Kong and surrounding markets, while also laying the groundwork for the upcoming summer season – a peak time for white wine consumption.”* Ms. Yang, brand representative of Shangri-La Winery based in Yunnan, China, stated: *“Our goal with this debut was to showcase the unique high-altitude terroir and distinct flavor profile of Shangri-La wines to top-tier global buyers. This marks a key step in our international journey and lays the foundation for deeper expansion across the Asian market.”*

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## **Delivering Forward-Looking Insights and In-Depth Tastings to Drive Industry Value**

More than a trade fair, ProWine Hong Kong continues to serve as a platform for sharing trend insights and sustainable industry development. This year’s program featured over 20 professional events that spanned forward-looking topics such as market evolution, sustainable innovation, and regional terroir, highlighting ProWine’s unique strength in knowledge exchange and industry education.

One of the most anticipated sessions was the *Wine & Spirits Asia Market Outlook and Expert Dialogue*, which featured the official release of the *ProWein World Business Report – China 2025 by Geisenheim University*. Industry leaders from academia, trade media, global brand management, and trade strategy participated in an in-depth panel discussion exploring data-driven statistics to anticipate change, unlock growth potential, and maintain competitive advantage in Asia’s fast-evolving alcohol beverage market.

In response to the growing urgency of climate change, ProWine partnered with *The Drinks Business Asia* to debut *“the Inaugural DB Asia Green*

*Awards*” in Hong Kong—recognizing outstanding contributions to sustainability, environmental stewardship, and social responsibility within the global wine and spirits sector.

ProWine’s curated wine sessions delivered further depth and expertise through a series of high-level masterclasses. Singapore’s newly appointed Master of Wine Jackie Ang MW led two guided tastings spotlighting classic regions of Germany and France; Patrick Schmitt MW from the UK approached the topic of fine wine through the lens of contemporary relevance and stylistic diversity, offering insights into the philosophies and winemaking approaches of leading global brands; and China’s newly appointed Xing Wei MW focused on the development and cultural positioning of domestic production with a session titled “*The Terroir, Philosophy, and Outlook of Chinese Wine.*” These sessions not only enriched the event with high-calibre educational content but also reflected the ProWine masterclass’s strategic curation and global perspective.

Dr. Jackie Ang MW shared: “*It was an honor to join industry peers at ProWine Hong Kong and exchange perspectives on classic wine regions. Hong Kong’s wine market is dynamic, sophisticated, and deeply engaged, making it a regional leader in both consumption and education. I firmly believe that rigorous, high-quality wine education can elevate buying standards and foster more sustainable industry development.*”

Trade visitors also highly recognized the value of the exhibition. Mr. Wang from Huiwei Food Co., Ltd in Foshan, Guangdong, added: “*This is my third time attending ProWine Hong Kong. The professionalism of the ProWine brand is evident in every aspect—from access to iconic wines from around the world to the opportunity to participate in high-quality masterclasses and forums. Each edition helps me continuously expand my knowledge and refine our sourcing strategy, which is incredibly valuable for our procurement team.*”

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## Enable Efficient Procurement through Integrated Platforms and Cross-Sector Synergy via ProWine and HOFEX Co-location

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ProWine Hong Kong 2025 once again co-located with HOFEX, Asia's premier food and hospitality trade show, further strengthening its role as a comprehensive sourcing platform. By bridging wine and spirits with the broader F&B and hospitality supply chain, the co-location reflects the accelerating convergence of distribution channels and end-market demand.

Ms. Margaret Ma Connolly, President & CEO of Asia – Informa Markets, stated: *“ProWine Hong Kong and HOFEX once again demonstrated the strong synergies generated through their co-location. This integrated platform brings together key decision-makers from the wine, food, and hospitality sectors—enabling high-quality business engagement and cross-category collaboration across the industry.”*

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The collaboration enabled meaningful results on both sides: wine and spirits exhibitors effectively reached new clients in food service and hospitality, while professional buyers enjoyed a streamlined sourcing experience that combined multiple product categories and supply chain functions.

As a key member of the ProWein World portfolio, ProWine Hong Kong remains deeply committed to serving the Greater China and Northeast Asia markets. The next edition will return to the **Hong Kong Convention and Exhibition Centre** from **May 10–12, 2027**.

Meanwhile, **ProWine Shanghai 2025** will take place from **November 12–14, 2025** at the **Shanghai New International Expo Centre (SNIEC)**. We look forward to collaborating with global partners to shape the next chapter of industry growth together.

ProWine Hong Kong is jointly organized by Messe Düsseldorf (China) Ltd. and Informa Markets Asia Ltd.



**For more information, please visit:**

<https://www.prowine-hongkong.com>

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