



## Fair Profile

### ProWein

International Trade Fair Wines and Spirits

23 - 25 March, 2014

www.prowein.com

Subject to change (UI-MF/May 2014)

<b>Exhibitors total</b>	<b>4,830</b>
<b>Exhibitors by origin</b>	
Germany	845
Other countries	3,985
Number of countries	47

<b>Net space total (sqm)</b>	<b>51,496</b>
<b>Net space by origin</b>	
Germany	16,783
Other countries	34,713

<b>Visitors total</b>	<b>49,048</b>
<b>Visitors by origin</b>	
Germany	26,976
Other countries	22,072
Number of countries	110

**1,011 accredited journalists from 43 countries**

### Visitor structure

Based on the results of 1,030 interviews with visitors during ProWein 2014 conducted by means of the Computer-Interview-System

<b>Origin of the visitors</b>	
Germany	55%
Other countries	45%

<b>Germany</b>	
West Germany	39%
Southwest Germany	24%
South Germany	20%
North Germany	10%
East Germany	7%

<b>Other countries</b>	
Europe	85%
- EU	76%
- Other european countries	9%
Outside Europe	15%

<b>Countries of origin (Top 9)*</b>	
The Netherlands	12%
France	11%
Great Britain/Northern Ireland	6%
Belgium	5%
Spain	5%
Italy	5%
Austria	4%
Sweden	4%
USA	4%

<b>Decision-making powers**</b>	
Decisively	38%
Contributory	24%
In an advisory function	19%
No influence	9%

<b>Industrial sector**</b>	
Specialist retailer for wine, sparkling wine, spirits	17%
Other retail	9%
Wholesaler for wine, sparkling wine, spirits	11%
Import, Export	10%
Other Wholesale	3%
Gastronomy	12%
Hotel business	5%
Other service industry	9%
Processing industry (Wine yards, production, accessories)	4%
Other	10%

<b>Area of responsibility**</b>	
Business, company, plant management	27%
Sales, distribution	24%
Purchasing, procurement	15%
Marketing, advertising, PR	7%
Manufacturing, production, quality control	4%
Other area	13%

<b>Occupational position</b>	
Independent entrepreneur/ co-owner, freelancer	37%
Managing director/board member/ head of an authority etc.	12%
Area-/operations-/plant-/ branch-manager, office head	11%
Head of department, group/team leader	10%
Other employee/civil servant, specialist	11%
Other occupational position	9%
Student/pupil, not working	10%

<b>Interest in product ranges of wines</b>	
<i>(Several answers possible)</i>	
German wines	50%
Italian wines	35%
French wines	33%
Spanish wines	31%
Austrian wines	19%
South African wines	14%
Portuguese wines	14%
Chilean wines	13%
Californian wines	12%
New Zealand wines	12%
Argentinean wines	11%
Australian wines	10%
Swiss wines	5%
Greek wines	4%
Hungarian wines	3%
Canadian wines	3%
Brasilian wines	3%
Chinese wines	3%
Uruguayan wines	2%
Slovenian wines	2%
Romanian wines	2%
Bulgarian wines	2%
other european wines	5%
other non-european wines	4%

<b>Interest in other product ranges</b>	
<i>(Several answers possible)</i>	
Spirits	16%
Champagne	15%
Bio-wines	14%
Sparkling wines	13%
Mineral water	2%
Accessories	8%
Services	4%
Specialist literature	3%
Other	5%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Contact to existing suppliers and business partners	39%
Innovations/trends	36%
Identifying new suppliers and business partners	31%
Preparation of purchase decision	18%
Purchase/Order	14%

<b>New suppliers were found</b>	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	68%

<b>Overall assessment</b>	
Satisfied	98%

<b>Recommendation of ProWein</b>	
Yes	97%

\*Basis: Other countries

\*\*Difference to 100% = Student/pupil, not working (10%)



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