



ProWein 2025

Dusseldorf, Germany
March 16-18, 2025

ProWein is the world’s leading trade fair for wine and spirits and is the largest industry meeting for professionals from viticulture, production, trade, and gastronomy. Pioneers, trendsetters and market leaders in the fields of craft spirits, craft beer, cider and wine are encouraged to present products at this leading industry event. For 30 years, ProWein has proven to be the No. 1 event for the industry. Its success is based on a unique concept and an unbeatable wide range of products and services. ProWein 2024 welcomed 47,000 trade visitors from 135 countries and 5,400 exhibitors from 65 countries. ProWein is the central industry event and international business platform.

SUSTA will have a pavilion in the ‘Same but Different Hall’, which proves to be an ideal location for companies specializing in craft spirits, craft beer, and other craft beverages and the “New World Hall”, which is an ideal area for wineries to showcase their products. The hall’s success lies in its unique spirit and ambiance, fostering lively exchanges with unconventional producers who shape the exhibition hall’s atmosphere.

Participation Fee: \$950; **Early Bird Special:** \$750 (if you register and pay before October 16, 2024)

Fee Includes:

- 4 sq. meter space with personal desk (logo added) and bar stool
- Shared lounge and bar area
- Up to \$500 reimbursement for shipping product samples with proper documentation

**Participants are required to exhibit on all show days*

Registration Deadline: **February 3, 2025** (No refunds for cancellation after this date)

Industry Focus: Alcohol Beverages

Product Description: Craft Spirits, Craft Beer, Cider, Wine

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

Tennessee Department of Agriculture

Christina Slater
Business Consultant
(629)259-1386
christina.slater@tn.gov

Texas Department of Agriculture

Anisa Elizondo
Marketing Specialist
(512) 475-0793
GoGlobal@TexasAgriculture.gov

North Carolina Department of Agriculture & Consumer Services

Allison Tuszynski
International Marketing Specialist
(919) 707-3174
Allison.Tuszynski@ncagr.gov

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.