

PROWEIN

13th – 15th March 2016, DUSSELDORF, GERMANY

For the first time Enterprise Mauritius (EM) organised the participation of Mauritian spirit manufacturers in PROWEIN which was held from 13th to 15th March 2016 in Dusseldorf, Germany. The main objectives of this participation were to increase the visibility of Mauritian spirits in the EU, to penetrate new markets in Europe, especially Eastern Europe, and to enhance the image of Mauritius as a producer of quality spirits.

Prowein is considered by producers of spirits to be one of the leading stages in the world for the promotion of spirits and alcoholic beverages to a selected audience consisting exclusively of spirits buyers. With the growing cocktail culture among the youth, rum is becoming one of the fastest growing spirits' categories around the world. The 2016 edition was visited by 55,000 trade visitors from 59 countries and attended by 6,200 exhibitors. A global meeting place for professionals, it is a renowned platform to take cognizance of the latest developments in the industry, to take stock of market trends and to discover innovative products and businesses. The Mauritius Pavilion occupied an exhibition space of 62 m² and hosted 8 producers of spirits which showcased a wide range of products such as rum, blended spirits, vodka, wine, fruit wine and liquor. Participation in Prowein 2016 has been fruitful for our exhibitors including first time participants, who met with prospective buyers from Eastern and Western Europe, USA and Canada, amongst others.

Throughout the event tasting sessions were organised with a professional barman preparing cocktails such as Mojito, Punch and Old fashioned cocktails. This enabled visitors to have a better appreciation of the products and know more about their potential use. Prowein 2016 was an enriching experience for the 8 Mauritian participants. Besides being an adequate platform to promote their products for exports, it also gave them an opportunity to understand new trends in the industry, gather intelligence and understand consumer behaviour and expectations.



Mauritius Pavillion



Barman preparing rum cocktail