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Final Report

Anuga 2013: The most important platform for the international food business

- The approximately 155,000 buyers from 187 countries had a high level of decision-making authority
 - Global trading comes to Cologne
 - Excellent contacts, intense discussions
- Food Values: An appreciation of the value of food was discussed, convenience products continue to be a major theme**

On 9 October 2013, the 32nd Anuga came to a close having posted excellent results. For five days, around 155,000 trade visitors from 187 countries ensured there was lots of activity at the stands of the 6,777 exhibitors. "Anuga is the most important platform in the world for the international food business." With these words Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, summed up the fair. "The Anuga trade fair in Cologne is unique: nowhere else brings supply and demand together so effectively at such a high level of quality." In this way Anuga confirms its importance for worldwide trading in the food sector at the national and international levels alike. With around 65 percent of the participants coming from abroad, Anuga once again demonstrated that it is the international food and beverage trading hub. The exhibiting companies reported many intense discussions with high-level decision-makers and consistently praised the quality and internationality of the trade visitors.

Friedhelm Dornseifer, President of the Federal Association of the German Retail Grocery Trade (BVLH), also emphasized how important Anuga is for policy-making and the economy. "Ministers and Secretaries of State from all over the world travelled to Germany in order to visit Anuga," he said. "This strong presence underscores the position occupied by the trade fair in the global food



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industry. Moreover, it shows that Anuga is an important platform for promoting dialogue among international policy-makers. The large number of economic delegations impressively demonstrates the reputation enjoyed by Anuga in the world of international politics.”

“Anuga once again highlighted that the sector’s sustained growth is being driven by the increasing popularity of high-quality German food abroad,” said Dr. Werner Ingold, Chairman of the Federation of German Food and Drink Industries (BVE). “Food in Germany is of higher quality than ever before. It is also more diverse, safer and cheaper. We therefore have to increase people’s appreciation of our products and communicate food manufacturers’ achievements. Anuga has provided politicians and businesses with trendsetting momentum.”

The German Hotel and Restaurant Association DEHOGA was also very satisfied with the overall results. The association’s managing director, Ingrid Hartges, said, “The successful trade fair days in Cologne impressively demonstrated Anuga’s importance for our sector. Caterers, chefs and business managers used Anuga as a source of inspiration and information. The DEHOGA Catering Marketplace served as the meeting place for the catering sector.”

The atmosphere at Anuga was characterized by a business attitude and extensive networking. Decision-makers from the domestic and international trade, as well as leading importers and buyers from key catering firms came to the fair to obtain in-depth information about services and the products on display. Many companies reported a good level of ordering activity. One company spokesperson also said that the participants generally expect post-fair business to be good.

The food industry once again used Anuga to present the sector’s full range of products and services. Additional momentum was generated by new marketing concepts as well as new products that are the result of enhanced production methods.

The following trends were observed at the fair: Convenience products are becoming more and more widespread. With these products, the food supply chain is consistently meeting the needs of an increasing number of people who

are adapting their eating habits to the changed nature of daily life. More and more manufacturers and brand-name products are now focusing on the freshness, taste, nutrition and sustainability of their food products as well as on the products' high quality.

Discussions at Anuga also focused on the appreciation of food. The debate — held under the motto "Food Values" — addressed not only changes in consumer behaviour but also the sector's efforts to engage in a broader dialogue and promote transparency. The trade fair also featured the trend towards providing offers for specific target groups — for example, vegetarians, vegans and people with intolerances regarding certain types of food. Organic food, fair-trade products and regional specialities all continued to attract lots of interest.

**The next Anuga will take place
from 10 to 14 October 2015.**

For further information: www.anuga.de (www.anuga.com).