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Alimentec 2016 - International industry meeting point for the food industry in Latin America

Continuing on road to success: Record attendance, increased internationality and growth in the number of exhibitors

Premiere Koelnmesse and Corferias:

Successful together with Alimentec

Alimentec 2016 (from 8 to 11 June 2016) in Bogotá is sustainably expanding its position as the international trade fair platform for the food industry, trade, food service and horeca supplies in Latin America and is establishing itself as the industry meeting point and important trendsetter for the relevant industries. The trade fair, for which Koelnmesse and Corferias took on the roles of joint organisers for the first time, convinced with a double-digit percentage growth rate in attendance and an increased level of internationality. Over 32,000 trade visitors from 22 countries reflected the relevance of the event for the Latin American market. Thus, for Gerald Böse, President and Chief Executive Officer of Koelnmesse, the course is set for further successful growth. "An important foundation is laid. We will further develop Alimentec over the coming year together with our partner Corferias. It is our aim to further develop Alimentec into an international trading hub," the director of the trade fair commented.

With 460 exhibitors from 25 countries, the trade fair has recorded a 28 percent growth rate compared to the previous event and has thus set a new exhibitor record. The share of international exhibitors also doubled up to 120 companies compared to 2014. "The increased international exhibitor participations has brought Alimentec further forward and has significantly heightened its profile as a central business platform, not only for the Columbian market, but also for the Andes region and the whole of Latin America and the Caribbean," stated Denis Steker, Vice President International of Koelnmesse. "In combination with the specialised supporting programme, the trade fair offered the buyers excellent ordering possibilities."

The trade fair received a positive feedback from the exhibitors, many reported that they had held good discussions and done good business.

"Alimentec is a trade fair that not only attracts Columbian customers but also buyers from the rest of Latin America," confirmed Suhayl Sauma, Chairman, International American Supermarket (IAS Corp, USA). Enrico Smaldone, Marketing Director Caffè Carraro (Italy), was also impressed by the trade fair. "In spite of the strong Columbian coffee culture, our Italian flavours also aroused great interest. A well



IX
alimentec
corferias 2016
International Food Fair

International Food Fair
08.06.-11.06.2016
www.feriaalimentec.com

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organised trade fair!" Alfredo Vas Pinto, Vice President for Central America and the Caribbean, Rational AG (Germany), stressed "that a clearly recognisable further development of this year's event had taken place," and "that as a result of 'powered by Anuga' Alimentec had increased the region's interest in the trade fair."

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Furthermore, exhibitors from countries like Argentina, France, India, Indonesia, Canada, Spain, South Korea, Turkey and the USA took part with national pavilions. Exhibitors from Germany, Italy and the Netherlands exhibited jointly at a European pavilion. In addition to numerous innovations of the exhibitors, the trade fair also offered an overview of the nutrition trends. The specialised supporting programme received a lot of praise, which due to its topicality and quality aroused great interest.

Among others, the visitors of the four-day trade fair came from Columbia, the Netherlands, the Antilles, Aruba, Barbados, Bolivia, Brazil, Chile, Costa Rica, Ecuador, El Salvador, Guatemala, Jamaica, Canada, Mexico, Nicaragua, Panama, Peru, Puerto Rico, Spain, the USA and Venezuela.

Alimentec - powered by Anuga

Koelnmesse is taking on the role as co-organiser for the first time at Alimentec 2016 and is responsible for the conceptual further development as well as for the further internationalisation of the trade fair under the slogan "powered by Anuga". In autumn 2014, in the scope of a partnership agreement with the Colombian trade fair organiser, Corferias, Koelnmesse agreed upon a cooperation for Alimentec, which is staged every two years. The trade fair for food, drinks, horeca supplies and food service took place for the ninth time in 2016. The next Alimentec - powered by Anuga - is scheduled to take place from 12 June to 15 June 2018.

Koelnmesse - Global Competence in Food: Koelnmesse is an international leader in the organisation of food fairs and events related to the processing of food and drinks. Trade fairs such as the Anuga, ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in other growth markets around the globe, for example, in Brazil, China, India, Japan, Colombia, Thailand, Turkey, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of tailor-made events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

<http://www.global-competence.net/food/>

The next dates:

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ANUTEC BRAZIL

02.-04. 08.2016, Curitiba, Brazil

Annapoorna - World of food India

22.-24.09.2016, Mumbai, India

ANUTEC - International FoodTec India

22.-24.09.2016, Mumbai, India

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07.-09.11.2016 in Dubai, UAE

Corferias

The trade fair organisation, Corporación de Ferias y Exposiciones S.A. (Corferias), based in Bogotá, which was founded 60 years ago, has the largest and most modern fair grounds in the Andes region. It is currently being significantly expanded and further modernised. Corferias organises around 50 trade fairs a year and is one of the Continent's largest trade fair organisers.

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Note for editorial offices:

Alimentec photos are available in our online image database at
<http://feriaalimentec.com/index.cfm?d=downloads>