

Press Conference

Anuga 2017

21.09.2017, 11:00 a.m., Rheinterrassen, Cologne

Comments by Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH



Anuga
07.10.-11.10.2017
www.anuga.com

Dear Sir/Madam,

"One shouldn't be modest when it comes down to food or business."

As an Indian saying goes, which is extremely apt for the coming Anuga from 7 to 11 October 2017.

On the one hand, Anuga is about food and business, on the other hand India is the partner country of Anuga 2017.

In a moment, I would like to elaborate briefly on the theme of modesty.

But first of all a few facts.

The number of exhibitors:

Over 7,400 exhibitors from 107 are exhibiting at the 34th Anuga this year.

As such, Anuga is presenting even more exhibitors than at the previous very strong trade fairs of 2015, 2013 and 2011.

More exhibitors have never been united for Anuga in the Cologne exhibition halls before.

284,000 m² of gross exhibition space are completely booked.

We have a "full house" - and a new exhibitor record.

In spite of all modesty, we can in the light of this result announce that Anuga is the largest trade fair in the world for food and beverages, the absolute number 1.

And these figures also prove that the exhibitors of Anuga rely on the fact that Cologne lends their business impetus, brings new customers and makes further growth possible.

Export, ladies and gentlemen, plays a very important role for food and beverages.

The exhibitors, who present at Anuga, have very clear goals: expanding and strengthening their sales through exports.

Particularly the EU with its high standard of living and stable economy is an important target market for many suppliers. The exchange of goods alone within the EU is enormous.

The Netherlands for instance are our most important procurement and sales market.

However, the exhibitors at Anuga don't think and trade in a one-dimensional direction of the European single market.

Anuga is the central hub for food and beverages throughout the whole world. For example, in this way South American meat products find their way to the Asiatic zone and Asiatic basic foodstuffs such as rice or spices find their way to the Near and Middle East.

Let us take a look at the composition of the exhibitors.

Around 90 percent of the exhibitors come from abroad.

The leading exhibiting countries are Italy, Spain, China, Turkey, Greece, France, the Netherlands, Poland, Great Britain, Belgium, the USA and Thailand.

Furthermore, there are big country participations from Argentina, Brazil, India and Egypt.

Besides Argentina and Brazil, further growth countries this year were Azerbaijan, Greece, Great Britain, Qatar, Korea, Norway, Peru, Sweden and Turkey.

We are particularly delighted that Greece is reinforcing its presence at Anuga again this year. Greece was the partner country of Anuga in 2015 and obviously exploited its opportunities very well on this occasion.

Exhibitors from small food nations are also on-site such as from Bahrain and Burkina Faso, from the Fiji Islands, from Kyrgyzstan, Papua New Guinea or from Senegal.

Of course, German companies also use Anuga intensively as a business platform.

As two years ago, around 160,000 trade visitors from over 190 countries are expected to attend.

The foreign share among the visitors of Anuga is also high and will probably be around 70 percent.

If one assumes that there are slightly more than 200 countries in the world, this is pretty impressive. The world as our guests in Cologne!

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The hotel bookings, including the hotel ships on the Rhine, speak for themselves. Just a few weeks before the trade fair begins it is difficult to find accommodation in Cologne or within a radius of 60 kilometres.

Our visitors come from all over the world to Cologne - and they are trade visitors.

The most important decisions-makers from the national and international trade, from the out-of-home market and the new channels, i.e. online platforms are among the visitors.

The usual strong interest from the visitors is already evident: The big national and international trading companies have already registered.

As have the representatives of the big food service and system gastronomy companies, by the way. The buyers of the hotel chains as well. Institutional food service, i.e. the operators of hospital kitchens, company restaurants, school and university canteens are also among the visitors of Anuga.

And the buyers of online traders have also registered already, both leading international companies and smaller special firms that specialise in gourmet products for instance.

To mention but a few names: Walmart UK, Mercadona (Spain), the SPC Group (South Korea), Amazon, LSG Group and Vapiano as well as all of the German trading companies of course, i.e. Aldi, Edeka, Lidl, Metro, Rewe etc. Some of them use Anuga so intensively in the meantime, that they actually build their own presence at the trade fair themselves.

We work together with our sales partners around the globe very committedly to bring the decision-makers from the entire world to Cologne for Anuga. We offer a host of services especially for VIP customers from abroad, such as for instance meeting rooms, workplaces and the exclusive VIP Club. We are also organising guided tours around the fair for the first time as well as "Store Check Tours" to selected German trading companies in Cologne.

Bringing the supply and demand together is a promise that Anuga definitely keeps. As a trade fair for the industry it succeeds in achieving this better than any other platform worldwide. This is also a reason for its ongoing acceptance among the exhibitors and visitors from all over the globe.

An important factor here is the concept of the Anuga "10 trade shows under one roof".

This concept was successfully introduced in 2003, since then it has been repeatedly adapted to suit the market and once again further developed for the coming Anuga.

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The new trade show "Anuga Hot Beverages" is awarding coffee, tea & co its own platform for the first time ever. Until now hot drinks were covered in one trade show together with bread and bakery products.

With the new trade show "Anuga Hot Beverages" we are doing justice to the segment's significance within the trade and in the out-of-home market, which has grown over the last years. This new trade show met with great interest among the exhibitors of coffee and tea from the very start. Over 160 exhibitors are presenting themselves here and are showing a wide range of products on the theme. Including numerous coffee suppliers i.e. from Colombia, Argentina, Italy and of course Germany. Tea is also strongly represented, among others through China, Great Britain, India, Japan, Sri Lanka and Turkey.

As a result of separating the hot beverages off from the "Anuga Bread & Bakery" trade show, we were also able to restructure this trade show and above all benefit from more space. The response here was also excellent.

The theme "cuisine" is also being re-defined at Anuga. To this end, the trade show "Anuga Culinary Concepts" is bundling cooking skills, technology, equipment and gastronomy concepts. Here, as in the previous years, the finals of the two established professional competitions, "Chef of the Year" and "Pâtissier of the Year", will once again take place. Customers from the out-of-home market have numerous points of contact here, which offer information, entertainment and contact to the stars of the cooking scene.

And the remaining trade shows are also characterised by a strong, versatile and international alignment. Each competently reflects the global market in its segment.

To underline the fact once again: Whether in the meat, frozen food or beverages section, in the milk and dairy products, bakery products, basic foodstuffs or speciality sections or in the hot beverages section, there is no other trade fair platform that anywhere near matches the level of Anuga and its individual trade shows.

Trends play a major role for all those people, who attend Anuga as a visitor. At Anuga a buyer can keep his finger on the pulse of the industry. He can get an idea of the tasks, opportunities and challenges that are awaiting him and his business.

In the scope of the "Anuga Trend Zone" and the "Anuga Taste Innovation Show", we offer our trade fair guests central contact points for compact and graphic trend information. The Anuga Trend Zone, which we realise jointly with the market research institute, Innova Market Insights, presents current food and product trends

in a special event. A series of lectures offers further compact trend information. Furthermore, the expert team of Innova Market Insights is available as further contact partners.

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The "Anuga Taste Innovation Show" special event is the result of our new product competition that started in June. Up until 13.09. Anuga exhibitors were able to enter their new products in our new products tool. Trade journalists selected the best innovations from all of the entries, which will in turn be presented in an attractive special event on the trade fair boulevard during the trade fair. The presentation date of the new products for the press is as always on the eve of the trade fair, in other words on 6 October.

Furthermore, the Innovation Food Conference - ifood 2017 - is being held at Anuga for the second time. This high-class conference deals with the mega trends in the food business and discusses future strategies and possibilities with experts from the food technology sector, industry and trade. The speakers at the conference include among others representatives from IBM, Alibaba and the Metro.

Furthermore, the theme E-Commerce in the food trade is being addressed for the first time at a food show in the scope of a congress. In the form of the "E-Grocery Congress@Anuga 2017", we are offering decision-makers from the trade and industry the opportunity to get to know the various forms and goals of digital strategies and check to see if they are implementable within one's own company. Renowned speakers are also represented here, who stand for a committed exchange of opinions at a high level, including representatives from the internet platform JD.com, from Walmart, Nielsen and from the Indian Trade Association.

With this congress we are picking up on one of the prevailing trends within the trade. Online trade and digital marketing in combination with a strong and customer-oriented bricks-and-mortar trade is the concept for the future especially in the strongly developed markets of Europe, Asia and North America.

In addition to others, the Anuga Executive Summit, the first-class prelude event on the eve of Anuga, also picks up on this theme. Mr Rausch will provide more detailed information about the evening in a moment.

Our supporting programme offers a host of further industry-specific events.

Our partner associations also contribute towards this. They focus on relevant themes for their respective target group and are available at the fair grounds as contact partners.

Our special events, which in combination with lectures and seminars provide thematic highlights, address further focal themes.

These include:

- Anuga OliveOil Market (special event with olive oil congress)
- Anuga Wine Special with award ceremony (special event and seminar programme)
- Anuga Organic Market (special event, accompanied by a lecture programme)
- Anuga Halal Market.

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The "Anuga Culinary Stage" is also an important point of contact, which in addition to staging the two finals "Chef of the Year" and "Pâtissier of the Year" offers further entertaining and first-class expert shows and demonstrations.

Among others, the Indian head chef Navin will be revealing the secrets of Indian curry on Saturday.

India, the partner country of Anuga 2017 will impressively demonstrate at the trade fair the competence and efficiency of the country for the international trade and food service sectors. With its multi-faceted food industry and worldwide and globally widespread cuisine, India is the ideal casting for the role of Anuga's partner country. The Ministry of Food Processing Industries (MOFPI) - the Government of India - is responsible for the partner country activities of India at Anuga.

We very much look forward to Her Hon'ble Harsimrat Kaur Badal, the Indian Minister of the Ministry of Food Processing Industries (MOFPI), who is travelling to Cologne for the opening of Anuga. She is this year's honorary guest. Christina Schulze Föcking, Minister for Environmental Affairs, Agriculture, Nature and Consumer Protection of the state of North Rhine-Westphalia is holding the opening speech at Anuga 2017.

Phil Hogan, the EU Commissioner for Agriculture and Rural Development, will address the participants of the opening ceremony in a video message.

Ladies and gentlemen,

Cologne is a trade fair location with a broad and internationally aligned event programme. Many of our trade fairs are well-known beyond Germany and Europe and enjoy a high standing. They have become their own brands.

One of the most famous brands, perhaps the most famous, is Anuga.

The "Allgemeine Nahrungs-und Genussmittel-Ausstellung" (General Exhibition for Food and Beverages).

Carried out for the first time in 1919 as a touring exhibition, it has been permanently at home in Cologne since 1951.

Here in Cologne, Anuga progressed into becoming the leading trade fair for food and beverages within just a few years. A status that this year's event more than significantly underpins.

Global Competence in Food

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Anuga was and is the starting point for a host of further trade fairs focusing on food and food technology.

ISM, the world's largest trade fair for sweets and snacks, the supplier trade fair, ProSweets Cologne, Anuga FoodTec and EuVend & coffeena are all staged here in Cologne.

In light of our successful Cologne trade fairs, we already began expanding our trade fair portfolio abroad several years ago, not only in the food and beverage segment, but also with regards to the respective supplier industry. Specifically in Asia, we have successfully established a variety of events, such as in Thailand, India, China and Japan. However, in the meantime, we have also introduced events on the theme of food and beverages in South America, namely in Colombia and Brazil, in the USA and in the United Arab Emirates. At the beginning of September Anufood China came to a successful close in Beijing, so did Annapoorna-World of Food India a few days ago in Mumbai. We are beginning with the new project Anufood Brazil in 2019.

In the meantime, our "Food Family" encompasses 20 different events on four continents.

Incidentally, "veganfach" will be taking place for the second time here in Cologne this year. On 3 and 4 November, it offers you in addition to food and beverages also an overview of vegan health products, cosmetics, drugstore products, kitchen devices and household goods. The event is open to trade visitors from the retail trade and food service sectors as well as to consumers. The industrial sponsor is the German Vegan Society e.V. 137 exhibitors and 4,000 visitors including 1,000 trade visitors participated at the first fair in November 2016. Incidentally, the dates of the trade fair are oriented on the World Vegan Day on 1 November.

Finally, I would like to draw your attention to the Anuga Gourmet Festival, which is being staged for the fifth time parallel to Anuga. Hotels, restaurants and the retail trade offer extraordinary culinary experiences and shopping addresses from 5 to 15 October. Unlike Anuga, which is only open to trade visitors from the industry, the Anuga Gourmet Festival targets all gourmets in Cologne and the surrounding region. Many thanks to the Stadmarketing Köln and DEHOGA Nordrhein, who in cooperation with Koelnmesse, are once again inviting everyone to this enjoyable festival.

Ladies and gentlemen,

The direct dialogue between people retains its great significance also in the era of the growing relevance of online and social media instruments. This particularly applies in the B2B communication and also particularly for export-oriented companies.

Trade fairs bring people and markets together. Like Anuga: It covers the world market of food in one place at one time.

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With its diversity and internationality it builds bridges between nations, between the East and West, North and South.

We are looking forward to Anuga in Cologne and to our trade fair guests from all over the globe!

Status:20.09.2017

Initials:2911-hac