



PRESS INFORMATION

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BVLH Retail Forum 2017

The central point of contact for all questions to do with trading with food

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Pressesprecher

The German Association of the German Retail Grocery Trade is once again represented at Anuga with the Retail Forum. Under the motto "Sustainability Food safety. Transparency," the association is presenting the manifold facets of trading with food at the largest trade fair for food and beverages worldwide.

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Innovative solutions, that are exemplary for the forward-looking and trend orientation of the industry are the main focus of the BVLH show. How the industry and the trade will satisfy the continued growing significance of the enjoyment and quality aspect will be demonstrated in a cooperation project in the fresh convenience section. The visitors will experience the progressing digitalisation within the trade in a virtual 360 degree supermarket tour. Furthermore, they will learn the capabilities of today's voice-controlled assistants. "MeiBox", reusable packing for buying fresh eggs, is used as an example of how the food dealers and customers can work together to contribute towards more sustainability.

Partners of the Retail Forum: Experts for sustainability, safety and transparency

Exciting information on the theme of training skilled workers will be presented by the food akademie and the food Hotel Neuwied. As an example, reference will be made here to the high significance of the promotion of talented young employees for the industry.

External partners of the BVLH will also be presenting at the Retail Forum again this time. The EHI Retail Institute is on board, which will offer the trade fair visitors a comprehensive insight into the structure of the German and international food trade via its statistics portal, handelsdaten.de.

Fairtrade Germany, the Sustainable Cocoa Forum, the Food without Genetic Engineering Association (VLOG) and the Thünen Institute with their database project "Online fish stocks" are also exhibition partners of the BVLH. They will be demonstrating for instance in what manifold ways different players from the fields of industry, science, civil society and politics are engaging themselves for the social and environmental-compatible generation, processing and distribution of foodstuffs.

The theme food safety will be presented once again by the worldwide significant initiatives on quality assurance, IFS and GLOBALG.A.P. ORGAINVENT will present its system for the origin labelling of meat, which in addition to the labelling of beef also encompasses the origin labelling of other types of meat.

GS1 Germany is also represented at the Retail Forum again. The specialist for the development and implementation of open, cross-industry and worldwide applicable standards occupies itself with the efficient design of processes across the value chains of different companies.

As in the past years the Retail Forum with its themes is also the meeting point for the official trade fair tours. The experts of the BVLH will be glad to assist and advise journalists from all types of media as well as trade visitors from Germany and abroad.

Location: Trade Fair Central Boulevard, between Halls 4, 5 and 10

The German Association of the German Retail Grocery Trade e.V. (BVLH) is a member of the German Retail Association (HDE) of the Trade Association for Food Labour. It represents the food-political interests of the trading companies vis-à-vis the legislation, authorities and public. In this area the BVLH is the contact person for politicians, the media, consumer organisations and the associations of the upstream industry.