

Statement

by

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(DEHOGA German Association)

on the occasion of the

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(THE SPOKEN WORD TAKES PRECEDENCE!)

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Dear Ladies and Gentlemen,

The framework conditions for Anuga 2017 are good:

The German economy is robust. The entrepreneurs are confident. The Germans are still in a good buying mood. Ideal prerequisites for a successful trade fair.

Let us take a brief glance at the current market situation in our industry.

Economic power and job driver, the hotel and restaurant industry

Most of the food service companies and hoteliers are satisfied with the business development.

After a nominal increase of 2.9 percent (real 0.9 percent) in turnover in the year 2016, the stable upward trend is ongoing.

From January to June, hotels and guest houses, restaurants and cafés are reporting **a nominal increase in turnover of 2.2 percent** (real 0.3 percent) compared to the same period in the previous year. Restaurants and hotels are on a par with a nominal increase of 2.3 (real 0.3 percent) and 2.4 percent (real 0.7 percent).

The industry is basically looking ahead to the second half of the year optimistically. The results available so far for the summer are promising. In July the **number of overnight stays** rose by two percent compared to the previous year.

All in all, the increase in overnight stays between January and July is three percent: 259 million overnight stays overall, of which 211.9 million were domestic, 47.1 million from abroad, both of which correspond to a three percent increase.

Hence, the chances for the **eighth record in overnight stays in succession** are good. We hope to be able to report the **eighth increase in turnover** for 2017 too.

An impressive balance, which speaks for the sustainability of this development. Our industry is ideally aligned and convinces the guests from all over the globe with a great offer of products and services at attractive prices.

The **job driver, the hotel and restaurant industry**, profits from the growing demand. More employees with mandatory social security contribution have never worked in the hotel and restaurant trade before: On the reporting date, 30 June, the Federal Labour Office reported **1,065,600 employees with mandatory social security contributions**.

Our industry has created **around 271,000 (270,648) jobs for people paying social security contributions** over the past ten years. This corresponds to almost a 39 percent increase (38.8 percent). As a comparison: In the industry as a whole it was only 19 percent.

Incidentally, measured in terms of employment subject to social security contributions, the hotel and restaurant sector is the **most international industry** in Germany. Around 310,000 employees from 150 nations find a job in our businesses, according to a current survey by IW-Köln, which we presented in Berlin two weeks ago.

Industry's significance and esteem

Ladies and gentlemen,

The hotel and restaurant industry is economic force and economic power.

According to IW-Köln, with a **total gross value added of around Euro 85 billion**

and on average 1.87 million employees (average 2016) the hotel and restaurant sector is one of the country's strongest industries.

Whereby we are growing **more dynamically** than the overall economy.

We train **more** people than many other branches of industry.

As a service providing industry, we are much **more work intensive** than other industries

Furthermore, the hotel and restaurant industry is one of the most intensive industries regarding the **founding process**.

Furthermore, the offer of the hotel and restaurant industry is of enormous significance for **deciding where to live**, especially among younger people.

The essence of this survey not only underlines our great economic significance, but particularly also **our social relevance**:

The food service and hotel trade are deeply rooted in the regions. We provide quality of life locally. In the cities and across the country we are the public living-room. Our businesses are places of encounter, places where people come together. We create public spaces and are thus indispensable for the functioning of the society - and also of our democracy.

In order to secure the sustainability of our industry, fair and reasonable framework conditions are needed. With a view

to the
parliamentary elections on Sunday, I would like to mention our three
political key demands at this point:

**A MORE FLEXIBLE WORKING HOURS ACT, THE
CONSISTENT ELIMINATION OF BUREAUCRACY - AND
EQUAL TAX FOR FOOD.**

The offers of delivery services, online platforms and the ever-increasing food service offer of the food retail trade and the service stations is intensifying the competition. In the case of delivered food or take-aways the VAT is seven percent, for food served in our restaurants 19 percent VAT is due. Although it is our establishments that stand for living culture, culinary diversity and ultimately for real added value.

Market trends and growth concepts

Ladies and gentlemen,

The fact is the **out-of-home market** is booming.

The **professional food service** still has huge growth potential. The brand-name restaurants have been in the overtaking lane for years. The 100 biggest food service companies turned almost Euro 13 billion over in 2016. Together they achieved a 2.8 percent increase in growth - and that after a fantastic previous year. Every third Euro in the food service is turned over in an establishment of the professional food service industry, the market is growing and becoming more multi-faceted. Particularly, the full-service segment can score highly and is reporting the strongest growth rates for the third time in a row.

A description of the current food service market has to include the terms **regionality** and **transparency**. Here, the term regionality refers to both the products and the recipes. Products that come from the region create a feeling of trust. The world is indeed becoming faster, more complex and less overlookable.

But in return we are experiencing a new **desire for down-to-earthness and nativeness**.

Food is becoming a statement. More and more consumers are paying attention to what they eat. The conscious diet is in great demand. Fair Trade products are in demand, there are more and more vegetarians and vegans. The health aspect plays an ever-increasing role.

Originality, distinction and individualisation are on the increase. Also in established markets. High-quality products, selected and in some cases unusual ingredients turn the burger into an experience for instance. From standard to premium - we are also experiencing this development for beer, coffee or bread concepts.

Comprehensive Anuga programme

Ladies and gentlemen,

Anuga offers a fantastic information and communication platform for trends and new food products, technology innovations and gastronomic service solutions.

From 7 to 11 October 2017 the heart of the hotel and restaurant industry will be beating in Cologne. With over 7,400 exhibitors from more than 100 countries, Anuga is the meeting point of the

food professionals. With its unique concept of ten trade shows under one roof, Anuga is a magnificent source of inspiration and provides concrete ideas for investment decisions.

How does the world of tomorrow taste? Which global trends are important for the hotel and restaurant industry? Which pioneering concepts can be implemented to further optimise the processes in front of and behind the scenes of the establishment?

The answers will be provided at Anuga.

Whereby the trade fair is not only a showcase of new products, but also convinces with an industry-oriented supporting programme comprising of accompanying congresses, expert discussions, competitions and tasting shows.

The **Professional Food Service Forum** of the DEHOGA German Association, is firmly anchored in the trade fair calendar.

The autumn event of the industry, which over 600 company managers and directors, decision-makers, founders and makers from the gastronomy, food service, hotel and restaurant supplier industry are expected to attend, is taking place for the 27th time on **Tuesday, 10 October 2017**. We heartily invite you to attend also!

Passionate food service professionals like **Thomas Mack**, managing partner of the Europa-Park, as well as the founders and managing partners of What's Beef, **Selim Varol** and **Mustafa Aslاندag**, will present their corporate concepts, profiling approaches and success factors on stage.

Jochen Pinsker, Senior Vice President Foodservice Europe of the npd group Germany will give an insight into the current market situation of the overall industry. He will explain the growth paths and those who profit from these.

DEHOGA President, **Guido Zöllick**, will outline the expectations the gastronomy companies and hoteliers have in the politicians.

Stern columnist, **Hans-Ulrich Jörges**, promises a customary astute and incisive analysis of the political situation after the elections.

The award ceremony of the best young talents from the system catering sector in the scope of the **16th National Trainee Award** is without doubt going to be the emotional highlight of the industry get-together of the food service professionals.

31 high-performance, popular young talents from all over the Federal Republic are taking part in the contest on 8 and 9 October to demonstrate what they have learned during their apprenticeship. The most important contest in the professional food service sector attracts attention beyond the industry and proves the diversity, modernness and the outstanding perspectives of the profession.

Ladies and gentlemen,

Our **DEHOGA Food Service Marketplace** has also long since become an institution. The 600 square metre pavilion of the DEHOGA German Association, DEHOGA NRW and Koelnmesse in Hall 7, where it is all about culinary concepts, will once again this year be the central industry meeting point of Anuga.

The DEHOGA stand convinces with a modern and demanding culinary concept, planned and designed by the NRW Culinary Ambassador, Claudia Stern, as well as because of its wide-

ranging infotainment programme including lectures, discussion rounds and tasting shows.

The **Anuga FoodService Power Breakfast** is a must for all food service professionals. Here the participants will experience international trends and outlooks, presented by top-class experts from all over the world. **Marlijn von Straaten** from HMS Host from the Netherlands, **David Singleton** from the Al Tayer Group, Dubai and **Michael Weigel** from casualfood, Frankfurt am Main, will report about their concepts and visions to you. The event will be hosted by **Prof. Dr. Christopher Muller** from the Boston University. We also look forward to welcoming many colleagues from abroad to these events.

Furthermore, we are proud to have won over **Heiko Antoniewicz** for the Anuga Culinary Stage. At Saturday lunchtime, the top chef and author, known as the "Aroma Pope" will dive into the world of the avant-garde cuisine together with the Nespresso coffee expert, Dimitrios Sarakinis and will present "Coffee as the aroma carrier". The enjoyment bringer coffee is the joy of food service companies, coffee is cult, there is no limit to the diversity of coffee. We can definitely look forward to that.

DEHOGA experts will answer the guests' questions on all themes that move the industry - whether tax or labour law, food labelling or cash register inspections. In our SmartCafé it is all about **digital product and service solutions**. We will show innovative and exciting approaches, how eSolutions can make the entrepreneurs lives easier.

Dear Ladies and Gentlemen,

As you can see: Anuga 2017 stands for *worldwide. Leading. Leading the way.* It offers exclusive know-how and is a must-attend and gladly attended date in the diaries of all decision-makers of the hotel and restaurant trade.

Experience what makes the industry strong and how it remains strong together with us!

You are heartily welcome to join us at our DEHOGA Food Service Marketplace at all times.

Thank you very much.