

Press Conference

Anuga FoodTec 2018

16.11.2017, 4:00 p.m., Biblioteca Palatina, Complesso Monumentale della Pilotta, Parma

Comments by Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH

Dear Sir/Madam,

What a wonderful sight - all of this bundled knowledge, here at this historic site.

A wise person once said reading books is like touring through distant worlds. (*Jean Paul, German author*). And this is indeed true: Books broaden our horizon, they enrich our life, they get us thinking.

They are, so to speak, important food.
We draw energy from this, we strengthen ourselves - we expect to gain the same from foodstuffs, from a good product.

And today we would like to talk about good food and about the production of good food. This is why we have invited you to this beautiful library. Also as a signal: Because today it is about food for the body and soul!

Welcome to Parma! Welcome to the Biblioteca Palatina!
Welcome to the European Trade Press Conference of Anuga FoodTec 2018!

I am delighted to be able to welcome you here today in this wonderful city and that you have taken the time to get in tune for Anuga FoodTec 2018 with us.

I am convinced that we will enjoy two very nice days here.

In my opinion there is hardly a more suitable location for presenting Anuga FoodTec 2018 to you. Parma, indeed the regions of North Italy in general, stand for enjoyment, style and lifestyle worldwide.

The people that first began to produce their food here probably weren't familiar with terms like "ecological" or "sustainable" - they simply did it.

The responsible and efficient handling of resources, this didn't have to be labelled specifically hundreds of years ago - it was simply a matter of course. Because the careful handling of resources is always connected with respect and dignity, but also with economic necessity - especially in the food section.



Anuga FoodTec
20.03.-23.03.2018
www.anugafoodtec.com

Parma - as you will experience yourselves tomorrow - is definitely a place that stands for the dignified and careful production of food.
We only have to think about the ham that bears the name of this city, Parma ham.

The ham-making business is a century-old tradition. The world-famous culinary delight is achieved through the addition of salt, air and a great deal of heart and soul.

The animals are only fed with sweet corn, barley and whey produced in Parma, the manufacturing and drying of the ham is strictly monitored and only ham that complies with the traditional requirements makes it onto the global market.

You will get a picture of how much caution, how much precision and how much belief in the product is required to produce an unmistakable product.

Uniqueness is what distinguishes a foodstuff in the food section, basically what distinguishes all of the successful products in our industry.

Unique foodstuffs not only stand for the highest quality - but always also for an outstanding production process and the efficient implementation of resources.

These foodstuffs are unique - because they stay as they are.

Because an old tradition - also in times of rapid change, in times of the digital transformation - is highly valued.

Because - and we are all aware of this - even also in times of connected data and digitalised production, the enjoyment of a slice of ham here from Parma is still an exceptional experience.

However, that doesn't mean one shouldn't participate in the technological change. On the contrary! Here too the manufacturers implement modern technology, for example digitally controlled air conditioning devices in order to regulate the ingredient "air", but they always keep their eyes on one thing: the character of their foodstuff.

And it is precisely the character that makes a foodstuff unmistakable - similar to the uniqueness of a fingerprint.

The character is determined by the product itself, by its workmanship and by its presentation. We will be opening, in our opinion, an unmistakable trade fair next year precisely following this tradition.

And Anuga FoodTec 2018 is primarily for one reason unique: At Anuga FoodTec 2018 you can discover what distinguishes the character of food. It is the leading international trade fair for the innovations of the food and beverage producing industry.

It is the most important driving force for the international food and beverage industry. Its character can be expressed in a few words:

"One for all - all in one".

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Anyone, who comes to Anuga FoodTec, finds himself in the heart of the food industry. And precisely this is its unique selling point.

You can experience individual solutions as well as holistic, cross-process concepts across all production stages. Indeed, for all of the food segments. Hence for all foodstuffs - whether for meat, fish, dairy products, pasta, fruit & vegetables or beverages.

The visitors experience the entire production cycle at the trade fair. How the basic ingredients are processed, how a product is made, through to the packing of the finished product.

As the leading international supplier fair for the industry worldwide, Anuga FoodTec covers the entire production chain.

As such, the trade fair tells the story of the food production of the present day and of the future. In the same way that the books here tell the story of the past.

Moreover, in a visible, audible, tangible way.
That is the decisive point!

This trade fair - which only takes place every three years - especially addresses the senses too. This is what distinguishes Anuga FoodTec 2018 from thematically comparable technology and supplier trade fairs. Most of the rival events concentrate on one process or one industry segment, for instance Interpack focuses on packing, Drinktec on the beverage section.

This is not so in the case of Anuga FoodTec. Because it presents solutions for all F&B branches of industry across all process stages. In this way, the visitors at Anuga FoodTec can gain a complete overview: of all process steps, of all F&B industries also on an international level. Here you can find everything needed for the processing and packing of your products. A comprehensive market overview is guaranteed at Anuga FoodTec!

Furthermore, the visitors will not only watch videos on manufacturers, not only browse through brochures on food production - no! - at Anuga FoodTec the visitors are able to follow the production live on-site.

The big and spectacular exhibitors presentations show applications in action live. Whole production lines are set up and run throughout the duration of the trade fair: see, touch, live demonstrations - that is Anuga FoodTec. This is our unique concept. That is what makes the trade fair so successful.

Whereas the vital ingredients of Parma ham are salt and air, inspiration and innovations, the know-how and the presentations of the leading manufacturers, further renowned companies as well as start-ups are the decisive ingredients of Anuga FoodTec.

The result is something totally outstanding.

The visitors can look forward to unmistakable insights into all aggregate states, whether solid or liquid, with a component product or a finished product. Anyone, who visits the trade fair, can gain a complete overview of all process steps, of all F&B industries, of the entire global offer of the suppliers, of the technical developments and possibilities.

At Anuga FoodTec 2018 you can find everything needed for the processing and packing of products from the F&B section.

Suppliers from all Continents from the sections Food Processing, Food Packaging, Food Safety & Analytics, Food Ingredients und Services & Solutions will be represented in Cologne from 20 to 23 March 2018.

All production and packing sections are present and meet up here with the global demand of the manufacturing food industry. This is complex.

This is fascinating. This is Anuga FoodTec 2018!

It is the business and innovation platform of the global food production.

And there is hardly a manufacturer, hardly any experts, who haven't noted this trade fair down in their diaries.

It is simply too important for the industry.

Suppliers from all branches of the food and beverage industry will be among the exhibitors again next year.

To outline it just briefly: We really do offer you everything: Whether in terms of process technology, packing technologies, automation, data processing or control technology.

But also topics such as food safety, quality management, environmental technology, biotechnology, Industry 4.0 as well as cooling and air conditioning technology are on the agenda.

On top of this, there are of course specialised sections like conveyor, transport and storage equipment, logistics. And so forth.

As you can see: Anuga FoodTec 2018 is the only trade fair in the world that covers all aspects of food production. And we are proud of this!

What we are also able to reveal today already: We are heading towards a new exhibitor record in 2018. According to today's status we are expecting around 1,700 exhibitors from more than 50 countries. At the last Anuga FoodTec in the year 2015, there were just under 1500 exhibitors. The trade fair already stands for an extraordinarily high level of internationality.

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The share of foreign trade visitors was over 54 percent in 2015.
The share of international exhibitors was 56 percent.

For 2018 we are awaiting a further increase in the number of countries, for example exhibitors from "new countries" are joining the ranks: For the first time, for instance, group stands from New Zealand and Egypt are being organised.

This underlines the increasing international significance of Anuga FoodTec.

And this is the reason for our current roadshow. After China, Korea, Indonesia and Iran, we are here in Parma now to present the trade fair.
India will follow in December.

This also reflects our self-image as Koelnmesse GmbH: We want to further anchor this trade fair globally, arouse the awareness of even more international manufacturers and the trade audience.

Because the development proves us right: Between 2009 and 2015 the number of visitors increased by 35 percent up to over 45,000.
In the same period of time the number of exhibitors rose by 25 percent.
Particularly significant for us, but even more so for our exhibitors: The ten most important global food groups regularly visit Anuga FoodTec, whether it be Nestlé or Unilever, JBT or Danone, Fonterra or Coca-Cola. Anuga is an absolute must-attend event for everyone. And this is just one of many pieces of good news.

Generally, we are awaiting CEOs, production and plant managers as well as employees from the research & development sector. In addition to employees from the construction, production, quality control, maintenance, purchasing, marketing & sales departments, of course.

In 2018, we are not only going to record an increase in the number of exhibitors, but also in the amount of exhibition space. We are assuming that the suppliers will require a further 10 percent more space than at the last trade fair.

In order to accommodate this additional need, Anuga FoodTec will for the first time also be staged in Hall 10.2, the overall exhibition space will thus increase up to 140,000 square metres. To give you a better idea: this corresponds to 20 football pitches.

Our newly designed hall plan gives you an orientation.

The respective theme sections are categorised using four clearly definable colours. This makes the plan even clearer and further facilitates the orientation around Anuga FoodTec 2018.

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One of the strongest segments is still the milk-processing industry, traditionally a core element of Anuga FoodTec. It is by far the most important and largest trade fair for the dairy technology segment. That is why 18 of the 20 largest dairies participate, whether it be Danone (F), Fonterra (NZ), Saputo (CAN), Yili (VRC), Meiji (JP), Arla (DK), Nestlé (CH) or Dairy Farmers of America (USA), who travel to Cologne for Anuga FoodTec. The fact that technologies for all processing phases within the milk industry are presented here - not only liquid milk products for instance - is one of the outstanding strengths of Anuga FoodTec.

Furthermore, in our opinion Anuga FoodTec 2018 is a further component in our global strategy. Summarised under the generic term, Global Competence in Food and FoodTec, we will continue to further extend our edge in competence.

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing.

Trade fairs such as Anuga, ISM and Anuga FoodTec have long since established themselves as world leaders.

All events of this area of competence have one thing in common: They are distinguished by their clearly profiled B2B concepts, which are aligned to the needs of the respective industry. Of course, we also use our direct regional contacts in the industry, on both the exhibitor and visitor side, for Anuga FoodTec, so that the exhibitors and visitors of our leading regional trade fairs come to Cologne. In this way and thanks to continual conceptual realignments, these fairs have been offering both the exhibitors and the visitors a reliable and successful business platform for many decades.

But we are not just focusing on Cologne alone, we also intend to expand in further growth markets such as Brazil, China, India, Italy, Japan, Colombia, Thailand, the USA and the United Arab Emirates for example.

We intend to develop food trade fairs with varying focuses and contents there. I hope that you will accompany us along this path. On our way towards becoming a global and competent trade fair supplier.

I will be glad to answer any further questions you may have on this topic or on Anuga FoodTec 2018. In a moment I will hand over to Simone Schiller, CEO of the DLG, the German Agricultural Society, who will no doubt be able to report more on the key theme of Anuga FoodTec "Resource Efficiency" in food production. You can find all of the press documents under the QR code you received and as usual under the press section at www.anugafoodtec.com.

I am delighted that you are here today. And I wish you a wonderful time in Parma! To a certain extent, the same applies for this wonderful city as for Anuga FoodTec 2018:

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One for all - all in one.
Thank you very much!

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