

Press Conference New Delhi & Mumbai

Anuga FoodTec 2018

- 11 December 2017, 7:30 p.m., Hotel Le Meridien, Meeting Room - 2010 & 2020, Le Méridien, New Delhi
- 13 December 2017, 7:30 p.m., Hotel Sofitel, Salon La Vallière Dubarry, Mumbai

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



Anuga FoodTec
20.03.-23.03.2018
www.anugafoodtec.com

In the name of Koelnmesse, I heartily welcome you to this press conference on the occasion of Anuga FoodTec. I am delighted that so many of you have come to inform yourselves about the world's leading supplier fair of the food and beverage industry. Anuga FoodTec is taking place from 20 to 23 March in 2018.

We are very grateful that you have welcomed us so warmly. We would like to return your hospitality in the coming March and give you an equally warm reception and make sure you have an informative stay in Cologne.

And the signs couldn't be better, because Anuga FoodTec is continuing on its course of success.

There are many good reasons why India is on the route of Anuga FoodTec's roadshow. One of them is the generally increasing level of internationality of the trade fair. We would like to do justice to this development with our visit here in India. A further reason is the important significance of India for us as a trade fair organisation in general and for Anuga FoodTec in particular.

I'd like to explain both reasons to you shortly, but first of all I'd like to outline Anuga FoodTec position within the portfolio of Koelnmesse.

Every year, Koelnmesse organises and conducts around 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world's most important markets. In addition to its own events abroad, Koelnmesse organises German Pavilions Worldwide for the Germany industry as well as German Pavilions at world exhibitions. The Cologne fair grounds is the sixth largest in the world: 284,000 m² exhibition space in the halls and 100,000 m² in the outdoor area is available for events of all kinds.

One of the areas of competence of Koelnmesse is "Global Competence in Food and FoodTec". We are an international leader in organising food fairs and events on the processing of food and beverages. Trade fairs such as Anuga, ISM and also Anuga FoodTec are established world leaders. We not only organise foodtec trade fairs in

Cologne, but also in further growth markets around the globe, for example, in Brazil, Italy, Colombia, Thailand and the USA, which have different focuses and contents.

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India is of course also one of the core markets we assert ourselves in, because the Indian market with its diversity and its potential are of great importance for us and our customers. With ANUTEK - International FoodTec India and IIDE - India International Dairy Expo - we have already successfully established two further trade fairs that focus on Global Competence in Food and Foodtec.

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.

Anuga, the leading trade fair in the competence area Global Competence in Food and FoodTec, demonstrates the mutual significance between India and Koelnmesse well and is an excellent example of the very good cooperative partnership.

In 2015, we were able to win over India as the partner country for the largest food trade fair in the world. Thanks to this cooperation we were able to welcome the Minister of Food Processing Industries, Her Hon'ble Harmsirat Kaur Badal, to Anuga in Cologne. Together with numerous delegations she gained an impression on-site of the convincing presence of her country at the trade fair. Anuga offered the Indian food industry numerous contact points that enabled it to intensify existing business relations and pursue the development of new markets.

The successful implementation of the partner country concept between Anuga and India was and still is a successful project for both parties. Not least for this reason, Minister Her Hon'ble Harmsirat Kaur Badal has shown interest in visiting a further leading trade fair from our field of competence Global Competence in Food and FoodTec together with a delegation: Anuga FoodTec 2018!

I would now like to present what awaits you and the Minister from 20 to 23 March 2018 at Anuga FoodTec.

We can reveal so much in advance: It is worth visiting. Anuga FoodTec is a success story. 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.

The following applies for next year: The success story will continue.

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, it was almost 1,500. We can once again forecast a +13 percent increase in the number of exhibitors compared to the previous event.

In line with the high interest from exhibitors, Anuga FoodTec is expanding its exhibition space up to 140,000 square metres in 2018 (+8 percent) and is being staged in Halls 4.2, 5.2, 6 to 9 as well as in 10.1 and for the first time additionally in Hall 10.2. In case you have difficulty visualising this surface: 140,000 square metres corresponds to the size of 20 football pitches.

Let us take a brief look at the hall plan and the product sections: Traditionally, process technology is the most strongly represented section at the trade fair. Almost all of the market leaders and renowned companies from the industry will be exhibiting in Halls 4.2, 6, 9, 10.1 and 10.2. In Halls 7, 8 and in parts of Hall 9, the focus is on the theme "Food Packaging" and thus also on packaging machines, packing materials, automation and control technology. In Hall 5.2, the trade visitors can find all information on food safety and quality management. Here companies that focus on hygiene technology, analysis, laboratory and measuring devices will be presenting their new products. The Boulevard offers the perfect stage for the product segment Food Ingredients from 20 to 23 March 2018.

And Anuga FoodTec is also in top form regarding the level of internationality: Companies from more than 50 countries will present their new products in Cologne. 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, group stands from Russia, South Korea, Hungary and probably also India are being organised. This underlines the increasing international significance of Anuga FoodTec. I would also like to combine a further issue with this reference: We would like to encourage even more companies from India to become part of the Anuga FoodTec World.

Because on the one hand, we can see that there is interest in big F&B trade fairs in India. On the other hand current exhibitor surveys show us that India is gaining enormous significance as a sales market. India is a market that is experiencing strong growth, which requires high investment. And as such a welcome guest at F&B trade fairs. Which is why we are all the more delighted that we will be able to greet the following companies from India at Anuga FoodTec 2018: A K CONSULTANTS PRIVATE LIMITED, CIPRIANI HARRISON VALVES PVT. Ltd., Fabcon, Oswal Extrusion Limited, Shrinath Rotopack Private Limited and Standards International Precision Engineers Pvt Ltd.

And it is not only the figures that underline the position of Anuga FoodTec as the leading supplier trade fair for the food and beverage industry. It is also its unique concept that makes it so successful.

Anuga FoodTec is the most important driving force for the international food and beverage industry. It is the leading international supplier trade fair in the world. It is the event where the industry says: We have to be there!

Anyone, who comes to Anuga FoodTec, finds himself in the heart of the food industry. And our motto may perhaps seem rather presumptuous, but it hits the nail on the head:

“One for all - all in one.”

Because: The visitors experience more or less everything at the trade fair. 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 - and of course also for beverages.

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

Nothing less than the entire production chain is depicted at the trade fair.

And the special thing that distinguishes Anuga FoodTec from the other trade fairs: Not only parts of the production are shown - technologies for all processing steps are presented.

That is what makes the trade fair spectacular. The visitors are not only shown videos of manufacturers. They don't have to just browse through brochures and flyers. - No! - At Anuga FoodTec the visitors are able to follow the production live on-site. The big and elaborately designed exhibitor 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.

This is above all what is so popular among the manufacturers and the food industry: In 2015, representatives from all TOP 10 food & beverage groups visited Anuga FoodTec, whether Nestlé or Coca-Cola, whether Tyson or Danone, whether Pepsi or Mondelez. In summary: Nobody wants to miss out on Anuga FoodTec and these are good prerequisites for the coming event.

We, Koelnmesse GmbH, and above all as organisers of the largest supplier fair of the food and beverage industry worldwide, Anuga FoodTec, consider India to be a very important partner. Hence, it is our declared aim to involve India even more strongly.

Considering the exhibitor presence already confirmed we have already achieved this aim in part. Furthermore, we are particularly pleased to welcome a first-class speaker at Anuga FoodTec 2018. Mr R S Sodhi, Managing Director of AMUL, is one of

the speakers at the conference for separating and drying technology in the scope of Anuga FoodTec. His lecture on the theme "India, The Dairy to the World - Amul Perspective on Separation & Drying" is being held on 19 March from 11:00 a.m. to 11:45 a.m. in the Offenbachsaal of the Congress Centre East. We are delighted to welcome R S Sodhi, one of the protagonists of today's dairy industry, in Cologne.

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In a moment I will hand over to Simone Schiller, CEO of the DLG, the German Agricultural Society, who will report on the key theme of Anuga FoodTec, "Resource Efficiency" in food production.

I'll say this much in advance: Numerous companies will present their solutions on the theme "Resource Efficiency". The theme will also be addressed intensely in the scope of the event programme and concrete proposals for action will be provided. The visitors will thus gain a direct benefit from Anuga FoodTec. For example, in the scope of the Robotik-Pack-Line, a packing line that is operated at 4 bar instead of the usual eight bar will be installed. Normally, one calculates a reduction in the energy consumption of approx. 8 percent per bar of pressure saved so that the machine uses around 30 percent less energy than usual.

You can find all of the press documents under the QR code that you have also received as well as under the press section at www.anugafoodtec.com.

We would be delighted if your wonderful country would play an even bigger role at Anuga FoodTec in future and we are able to welcome even more exhibitors and visitors in Cologne. I am gladly available for further questions and discussions. Thank you!

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