

Press Breakfast Warsaw

Anuga FoodTec 2018

22 February 2018, 10:00 a.m., Labour Café Warsaw, ul. Tamka 49 Warszawa



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

Anuga FoodTec
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www.anugafoodtec.de

In the name of Koelnmesse, I heartily welcome you to this press conference on the occasion of Anuga FoodTec. I am delighted that we are meeting up here today and have the opportunity for an exchange on the leading global supplier trade fair for the food and beverage industry while enjoying a nice breakfast: Anuga FoodTec is being staged from 20 to 23 March in 2018.

This really is a fantastic reception here in Warsaw. 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.

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

There are many good reasons why Poland should be 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 Poland. A further reason is the important significance of this country for the industry 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. However, we not only organise foodtec 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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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.

What is awaiting you and your readers from 20 to 23 March 2018 at Anuga FoodTec in Cologne? 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 its level of internationality: Companies from more than 50 countries will present their new products in Cologne. In 2018 we will be welcoming exhibitors and joint participations from South Korea, Russia, Hungary, South Tyrol and India for the first time. This underlines the increasing international significance of Anuga FoodTec. In 2018, the largest participations will be from Italy, the Netherlands and France, followed by the USA.

We have currently already received 26 applications from Poland. The food processing and food packaging segments are the focus of the Polish exhibitors.

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Hence, Poland is prominently represented at Anuga FoodTec. And this is not without reason because Poland is one of the largest producers of agricultural products in Europe and thus plays a key role in the food industry. Agricultural land still makes up around half of total surface of the country that is 31.3 hectares in size. Around 80 percent of the agricultural exports go to European countries. (Source: <https://polen.diplo.de/pl-de/02-themen/02-3-wirtschaft/08-landwirtschaft>)

Accordingly, numerous food processing and packing companies are based in Poland, for example the manufacturers of food additives such as All Taste and BART, suppliers of food processing machines such as Tes, ICE GROUP, AWE POLAND, N&N Nadratowski and Uni-Masz H.M. They all co-shape the supplier industry of the food and beverage sector - they are all using Anuga FoodTec 2018 for the presentation of their new products and to establish new and nurture existing contacts. A good choice, we find...

Because it is not only the figures that encourage companies to participate at Anuga FoodTec. It is also its unique concept. 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. Under the motto "One for all - all in one." 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 entire production cycle is demonstrated. Thanks to the spectacular exhibitor presences this occurs live and in action. In short this means: The trends of the industry are made experienceable at Anuga FoodTec.

On the topic of trends connecting the consumers' requirements with the corresponding solutions of the supplier industry is particularly exciting. In general it can be observed that the consumers are becoming increasingly more demanding. The main priority here is among others the fact that foodstuffs are safe and thus present no risk to health. Of course, this also applies to a special extent for organic, vegan and vegetarian products, which are especially popular with the consumers.

In this connection there is a further general trend, namely the significant reduction of preservatives in the production of food. Particularly with a view to the shelf life of products, the packing plays a major role: It increasingly has to be designed so that it compensates for the missing preservatives in the product using innovative

packing solutions. It has to support the physical durability of the product more and more and in some cases completely take over this function.

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Packing is also taking on increased significance with a view to the trends of new flavours or ingredients. For example - as recently presented at ISM - the International Trade Fair for Sweets & Biscuits - products containing vegetable protein, exotic berries or spices are among the current top trends in the snack segment. The food manufacturers can only guarantee for instance that no foreign bodies are contained within the products or that the sell-by-dates of the products can be extended thanks to the latest packing techniques without changing the foodstuffs in themselves if the latter can also be processed using the latest technology. So it is also themes like processing and packaging that contribute towards strengthening the trust of the consumers in the food industry.

A further example for connecting consumer food trends and "packaging", a segment that is traditionally one of the focuses of Anuga FoodTec, are individually packed products for single households. Products for on-the-go enjoyment are also increasingly popular and demand solutions from the supplier industry. You can see and experience these at Anuga FoodTec 2018 in Cologne.

Further trends of both industries, i.e. the supplier and food industries, continue to be the themes sustainability and resource efficiency. The emphasis here is on a responsible and careful handling of natural resources and raw materials. The aim is to preserve the basis of existence of future generations. This is why "resource efficiency" is taking on a central role at the leading global supplier trade fair. It is the top theme of Anuga FoodTec 2018.

Simone Schiller, Managing Director of the DLG, the German Agricultural Society, will now provide you with detailed information on this year's top theme.

I would like to close my speech with a note regarding the press documents. You can find all information under the QR code on the USB stick that you have also received as well as under the press section at www.anugafoodtec.com.

Ladies and Gentlemen, we would be delighted to be able to personally welcome you and your readers in Cologne. We are at your disposal here today for a joint dialogue and of course at Anuga FoodTec from 20 to 23 March 2018 in Cologne. Thank you very much.

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