

No. 11 / November 2017, Cologne
#veganfach #veganfach2017

veganfach

Vegan, more vegan, veganfach!

Around 6,000 visitors at veganfach 2017 - Growth in numbers of visitors of around 50 percent - A public keen to consume ensures enthusiasm among exhibitors

Full corridors, densely packed stands and exhibitors who had to reorder goods because demand is so high: that is the extraordinary balance of the second veganfach in Cologne. The enormously keen-to-consume visitors inspired enthusiasm with the exhibiting companies. A total of around 6,000 trade and private visitors came on 3 und 4 November 2017 to the largest and most international vegan trade fair in Europe - that's around 50 percent more than in the previous year. The large growth in the numbers of visitors and the keen-to-consume public was a reason for great satisfaction for Koelnmesse Chief Operating Officer Katharina C. Hamma: "With this result, veganfach has already established itself with the second event as the top European place to do business in this segment."

Following the successful premiere in Cologne last year, veganfach also presented itself as more diverse than ever before. Exhibitors offered visitors a wide variety of products and solutions for all those who wanted to inform themselves about the vegan lifestyle or simply wished to familiarise themselves and try out vegan products. The extent to which the industry is booming is also made clear by the number of 30 startup companies that presented their products at veganfach to a large international public. Vegan products from all aspects of daily life were presented - from food products through cosmetics and fashion to furniture and services.

The exhibiting companies also profited from the hybrid model of veganfach. This is because, in addition to the public with a high budget, high quality international trade visitors from the industry, trade and food service, including top managers of large business groups like REWE, Kaufhof, Edeka and Globus, already came to Cologne on the first day of the trade fair to inform themselves about news in the industry and to follow the exclusive lecture programme. The pro forum was organised under the title 'Successfully vegan - Concepts and their makers' by Koelnmesse and the out-of-home media of the dfv media group (gv-praxis, food-service, FoodService Europe & Middle East).

Christian Vagedes, founder and chairman of the German Vegan Association, was enthusiastic about the second veganfach in Cologne: "It couldn't have gone better. Koelnmesse, as an international top organiser, has professionally raised veganfach to a new level with its competence in the food area. No other partner could have done that better." Vagedes also emphasised the diverse offering of the exhibitors: "The companies showed a fantastic amount of creativity and innovative strength. Vegan

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vegane gesellschaft
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has become so diverse and versatile that there is a vegan alternative for any taste and nearly every topic. The subject has thus finally arrived as an important part of our society."

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Beyond the product show, the trade fair shone with an extensive and high quality event programme. It was hosted by the trade editor Claudia Zilz, as well as the former MTV hostess and health expert Anastasia Zampounidis. On the "Green Sofa", the central event stage of veganfach 2017, they spoke with, among others, the successful music producer Moses Pelham, the star chefs Jean-Christian Jury and Björn Moschinski, as well as the former football pro Marcell Jansen.

veganfach 2017 in figures

129 companies from 17 countries participated in veganfach 2017. These included 95 exhibitors from Germany and 34 exhibitors from abroad. The share of foreign exhibitors was 26 percent. Around 6,000 private visitors, as well as trade visitors from industry, trade and food service came to veganfach 2017.

You can find images suitable for printing regarding this report under: <http://koelnmesse.onlinemedianet.de/download?guid=1140F89F-1D4E-84A3-E5FB-52023463356A>

The next dates:

ISM - The world's largest trade fair for sweets and snacks, cologne 28.01.-31.01.2018

Pro Sweets Cologne - The international supplier fair for the sweets and snacks industry, cologne 28.01.-31.01.2018

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

Note for editorial offices:

veganfach photos are available in our image database on the Internet at www.veganfach.com in the "Press" section. Press information is available at: www.veganfach.com/Pressinformation

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