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#euvendcoffeena

euvend & coffeena 2020 parallel to ORGATEC

Strategic reorientation: Growth market Office Coffee Service creates new potential

euvend & coffeena 2019 is in full swing and already has interesting news for the year 2020. Koelnmesse and the German Vending Association e.V. (BDV) as the industry sponsor of the trade fair, have decided to stage euvend & coffeena every two years parallel to ORGATEC as an independent trade fair. In this constellation the trade fair offers its exhibitors from the vending and Office Coffee Service (OCS) sections unique access to the worlds of the office and project business. Suppliers of vending and OCS solutions have the opportunity to be involved in the project planning from the initial phase onwards and thus gain a direct insight into the project business. In this way, euvend & coffeena is enhancing its strategic alignment and will in future become the leading international trade fair for vending and Office Coffee Service. In 2020, the trade fair will open its doors from 29 to 31 October.

"We are expecting the collocation of these two trade fairs to lead to synergies for both the visitors and the exhibitors. ORGATEC enables the access to new, attractive visitor target groups in a unique quantity and level of internationality and thus creates new potential in the growth market Office Coffee Service. We assume that at least one third of the ORGATEC visitors are also relevant for the suppliers of euvend & coffeena and that we can help the exhibitors attain significant growth long-term as a result. Furthermore, the additional offer of vending and coffee solutions additionally offers new possibilities for ORGATEC in the out-of-home market," explained Anne Schumacher, Vice President Food and Food Technology at Koelnmesse GmbH.

Dr. Aris Kaschefi from the German Vending Association e.V. added: "The vending industry has the appropriate solutions for the modern-day provision of not only coffee and water in the office, but also healthy, fresh snacks. The vending machines offer diversity. ORGATEC unites visionary concepts for the working world and is thus the perfect counterpart to Office Coffee Service. Diesen Angebotsbereich sowie die Gestaltung professionell genutzter Räume wird die euvend & coffeena durch die Verzahnung ab 2020 abdecken."

ORGATEC is the leading international trade fair for the modern working world. This is where the entire world of work meets up. Over 63,000 international trade visitors, including architects, interior designers, planners, designers, office and commercial property consultants, facility management suppliers, investors and companies from the real estate sector visit ORGATEC in Cologne every two years. Through its various themes, the trade fair sheds light on the interplay between working environments and work culture - and showcases forward-thinking ideas for new workplace design, for instance for office landscapes and multi-functional rooms.



euvend & coffeena
09.05. - 11.05.2019
www.euvend-coffeena.com

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Herbert Marner

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:

Cologne
District Court Cologne, HRB 952

The trade fair dates at a glance

- euwend & coffeena: 29 to 31 October 2020 (Please note: two days shorter than ORGATEC)
- ORGATEC: 27 to 31 October 2020

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/>

The next events:

THAIFEX - World of Food Asia - (Admission restricted to trade visitors only, open to the public on Saturday), Bangkok 28.05. - 01.06.2019
Annapoorna - ANUFOOD India - International Exhibition for Food & Beverage Trade, Catering & Retail Market, Mumbai 29.08. - 31.08.2019
Anutec - International FoodTec India, New Delhi 13.09. - 15.09.2019

Note for editorial offices:

euwend & coffeena photos are available in our image database on the Internet at www.euwend-coffeena.com in the "Press" section. Press information is available at: www.euwend-coffeena.com/pressinformation

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