

No. 10 / May 2019, Cologne
#euvendcoffeena

euvend & coffeena expands its position as the international trade fair for vending and Office Coffee Service

Digitalisation, sustainability and innovative solutions are setting impulses for the industry

With a strong performance, euvend & coffeena underlined its significance as the most important platform for business and networking within the international vending and coffee industry. 162 exhibitors from 22 countries presented the latest trends and innovations related to the themes automated sales solutions, professional coffee systems, coffee, hot and cold beverages, snacks and filling products, multi-payment solutions, cups and services. In total, around 4,200 trade visitors from 66 countries came to Cologne from 9 to 11 May 2019. Just under 40 percent of both the exhibitors and visitors came from abroad. "The continual growth in the number of trade visitors and exhibitors from abroad confirms the standing of euvend & coffeena as the industry's most important business platform. We also set benchmarks in terms of the quality and diversity of the offer with regards to the current and future trends and innovations," explained Anne Schumacher, Vice President Food and Food Technology, Koelnmesse GmbH. The German Vending Association e.V. (BDV), industry sponsor of euvend & coffeena added: "The industry is very satisfied with this year's event. The trade fair is an important source of inspiration for the entire vending and Office Coffee Service sector. Whether regarding vending technology or in the sections payment and sustainable cup solutions, the new and innovative ideas and concepts will contribute positively towards the development of the sector," explained Karl-Heinz Blum, spokesman of the BDV board.

euvend & coffeena convinced with its wide range of themes. From the view of the exhibitors, above all the good quality of the visitors was of central importance for the success of the trade fair. It was reported that not only the contacts were high-quality, but for some of the exhibitors they also led to contracts being transacted. According to an independent survey, just under 82 percent of the exhibitors were satisfied with the order business already transacted. Around 80 percent would recommend a partner company to participate at euvend & coffeena. Robert Ropel, Plant Manager of the new exhibitor, Pear Group GmbH & Co KG (brand representative of the energy drink CARABAO) said: "euvend & coffeena enabled CARABAO to reach a new target group." Hassan Nagi, Business Development Payment at Feig Electronic GmbH added: "The trade fair was fabulous. We will be back next time. The strategic realignment is a clever move."

In terms of the number of visitors, at around 40 percent (plus three percent compared to 2017) above all significant growth was recorded from abroad. An



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

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Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

increased number of visitors was particularly registered here from the Netherlands, the Ukraine, Hungary, Spain and Poland. But interested parties from China, Chile, Israel, Japan and South Africa were also recorded in Cologne. Big buyers such as Autobahn Tank & Rast, Compass Group, Deutsche Post, Dorint, Eurest, Eurowings, Fraport, Geile, Lekkerland, Real, Rewe, Selecta, Sodexo and Volkswagen attended the trade fair. From the growth market Office Coffee Service, euvend & coffeena welcomed visitors from companies like Coffee at Work, Coffee Perfect, Kaffee Partner and Seeberger.

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Trends and themes

The theme Office Coffee Service was one of the strongest themes at this year's trade fair. Under the keyword New York and the related changing worlds of work and the creation of collaborative working areas, providing the employees and customers with refreshments plays an ever increasingly important role. This current trend could be directly experienced in the "Office Coworking Lab" special zone. In the payment section, which according to industry representatives was represented in its entirety at the trade fair, digital solutions like contact-free payment per girocard or per smartphone play a central role.

Further important themes included healthy filling products and sustainable cup solutions ranging from reusable concepts through to 100 percent recyclable material. Machine-based kiosk solutions (micromarkets) were also more strongly represented at euvend & coffeena this year. These are shop systems, where the goods are not offered in vending machines, but in "normal" shelves and refrigerators. Payment is effected by automated cash register systems. In this way, euvend & coffeena addresses the current unattended retail trend.

The conference programme "Visions of Vending - the future of vending" additionally picked up on these trend themes. Industry experts provided answers to important questions on the themes New Work, new retail and market developments abroad taking China as the example.

Vending Star 2019

Since 2007, Koelnmesse as the organiser and the German Vending Association (BDV) as the industry sponsor of the trade fair have been conferring the Vending Star to the industry's best innovations. This year's award ceremony was held during the euvend & coffeena Night. The winners are:

- **Technical Device:** SandenVendo German Branch of Sanden International (Europe) Ltd - G SNACK EVOLUTION
- **Aids for optimising the operation of vending machines:** Huhtamaki Foodservice Germany Sales GmbH & Co. KG - Future Smart Cups
- **Concept:** Card4Vend GmbH - Card4Vend TOPP
- **Innovative Vending Product:** Heil- & Mineralbrunnen Johann Spielmann GmbH - Landpark Bio-Quelle Naturell/Lemon in the 0.5 litre sustainable Tetra Pak

New potential in the trade fair 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 way, euvend & coffeena is enhancing its strategic alignment and will in future become the leading international trade fair for vending and Office Coffee Service. This will enable the existing strengths of the trade fair to be enhanced by further potential in the section Office Project Business and additional target groups.

For further information: www.euvend-coffeena.de/news/content-fuer-medienvetreter/presseinformationen/presseinformationen-16.php

The next euvend & coffeena is scheduled to take place in Cologne from 29 to 31 October 2020.

euvend & coffeena 2019 in figures:

162 companies from 22 countries took part at euvend & coffeena 2019. 99 exhibitors came from Germany and 63 exhibitors from abroad. The gross exhibition surface spanned 13,500 square metres. Including estimates for the final day of the trade fair, around 4,200 trade visitors from 66 countries attended euvend & coffeena, of which around 40 percent came from abroad. euvend & coffeena is organised by Koelnmesse. The industry sponsor is the German Vending Association (BDV).

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

Anuga - The leading trade fair for the global food industry, Cologne 05.10. - 09.10.2019

Note for editorial offices:

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

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