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#euvendcoffeena

euvend & coffeena has set the course for a realignment

Interview with Chief Operating Officer Oliver Frese gives insights into the 2020 event

euvend & coffeena (29 to 31 October 2020) is the meeting point for all important decision-makers from the vending and coffee sectors. The leading international trade fair for automated sales solutions, professional coffee systems, coffee, hot and cold beverages, snacks and filling products, multi-payment solutions, cups and services is for the first time being staged parallel to the leading international trade fair for modern working worlds, ORGATEC. Oliver Frese explains in an interview, which opportunities arise from this and which themes euvend & coffeena 2020 will be focusing on.

You announced last year that euvend & coffeena would in future be organised as an independent event parallel to ORGATEC in October 2020? What were the reasons for this?

Frese: With a view to the current market developments regarding digitalisation, new food trends, a lack in skilled labour, the changed buying behaviour of the consumers or ecological themes, the vending industry is also faced with numerous challenges. By staging euvend & coffeena and ORGATEC simultaneously, we have taken an important step towards treading new paths together with the industry. Modern vending solutions offer great opportunities to make workplaces more attractive by ensuring the staff an optimal provision and they are a good option for companies where the staff constitutes a high cost factor. We assume that in a few years fully-automated concepts will become increasingly more commonplace, especially in sections where the fast availability of food and beverages is paramount and where consumers expect provision round the clock. This is why in times of change thanks to the combination between euvend & coffeena and ORGATEC, we offer a stable marketplace, which grants the existing market players of the vending industry access to new target groups, such as contract caterers, decision-makers from the office and hotel section or architects and thus enables new business potential.

Are these efforts also being reflected in the number of applications to this year's event?

Frese: As described earlier, we have already set the strategic course for euvend & coffeena. This also includes a new more future-oriented brand identity with a new logo as well as the development of the social media channels through to an international presence, which will be of benefit to the industry network "vending". The latter is to give primarily the exhibitors of euvend & coffeena scope for



euvend & coffeena
29.10. - 31.10.2020
www.euvend-coffeena.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
Fax
+49 221 821-3544
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
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communicating their products and innovations, which possibly don't have their own channels yet. Here, we are also glad to act as multipliers in order to also win over new interested trade visitors. As already communicated, eight months before the start of the trade fair, a significantly higher number of exhibitors from Germany and abroad have already confirmed their participation at euvend & coffeena compared to last year's event. In our eyes, the current registration status confirms that we are on the right track. And companies from more than 15 countries have already registered. In addition to important market players such as Alfred Kärcher, Animo, Darboven and rheavendors servomat, the new concept has enabled us to win over numerous renowned newcomers such as Grünbeck Wasseraufbereitung, Hans Riegelein + Sohn, Kellogg, Rhenser Mineralbrunnen and Vorwerk Temial. DF Italia, Franke from Switzerland, KUARIO from the Netherlands, Mistra Constructeur from France, Parlevel Systems from the USA as well as Zummo Innovaciones Mecanicas from Spain are taking part from abroad. So, at present everything is looking very positive so that we will be able to present a high-quality, wide-ranging spectrum of offers of vending, OCS and micromarket solutions to both visitors from the vending industry and the new visitor target groups that ORGATEC generates. Because precisely this is a valuable opportunity for the industry of vending machine solutions. Here, you will have the opportunity to present your solutions for a 24/7 provision to the relevant decision-makers and buyers.

Which new themes will be represented at the trade fair?

Frese: New Work is one of the most important future themes for us. This theme is a perfect match for the vending industry, because against the backdrop of changing worlds of work, due to the continually more flexible work time models and new more collaborative forms of working together, totally new demands are being placed in the design of office rooms. In this connection, the vending industry offer numerous solutions for the Office Coffee Service business. Furthermore, under the keyword New Retail, themes such as micromarkets or unattended or automated shop concepts play an important role, because they offer great growth potential. Here, it is above all about user-oriented services, i.e. the customer no longer comes to the product, but instead the product to him - everywhere and round the clock. In this section, ORGATEC and euvend & coffeena will jointly present concepts at the trade fair which demonstrate how vending solutions can be integrated into commercial-used properties. The synergies of the two events are enormous. We are bringing together what belongs together, because 80 percent of all vending machines are located at the workplace. In addition, with ORGATEC and euvend & coffeena, Koelnmesse disposes of enormous industry competence and in the scope of our global competence in Food & FoodTec as well as in furniture, interiors and design offers a global network in the form of numerous, own international trade fairs. In the vending sector, both worlds meet up, food and interiors.

After the Director of euvend & coffeena, Stefanie Mauritz, joined Anuga, an important gap has to be filled. Have you any news on this front?

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Frese: We expect to have filled the position soon and will then be able to announce the successor. Up until then, the trade fair team of Vice President Anne Schumacher and Stefanie Mauritz will as usual continue to work on planning the coming euvend & coffeena. For example, the social media channels are just about to go live and our sales teams will be present at the imminent spring trade fairs. euvend & coffeena is thus in the best hands with our business section for Food and FoodTec.

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<https://www.koelnmesse.com/news/image-database/portraits/bildmaterial-146.php>

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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 and food technology 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:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, Sao Paulo 09.03. - 11.03.2020

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 15.04. - 17.04.2020

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 15.04. - 17.04.2020

Note for editorial offices:

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

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Your contact:

Peggy Krause

Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Phone + 49 221 821 2076
Fax + 49 221 821 3544
p.krause@koelnmesse.de
www.koelnmesse.de

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