

No. 7 / 2020, Cologne
#euvend&coffeena

euvend & coffeena suspends 2020 - New date 27-29 October 2022



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

Before the pandemic began, we expected what by all indications would turn out to be a promising euvend & coffeena. The fact that it would be held parallel to ORGATEC also sparked the interest of new suppliers. As the crisis wore on, though, bringing economic uncertainty in its wake, exhibitors and trade visitors began showing increasing hesitation. The latest news about new cases of infection in Germany played a role as well. The current travel situation is still uncertain, too - particularly at the intercontinental level. In spite of extensive preparations by euvend & coffeena and the #B-SAFE4business package of measures for coronavirus-compliant implementation of our trade fairs, these developments increasingly began to have an impact on the booking situation for the trade fair. In light of these developments, Koelnmesse reassessed the overall situation and concluded that it was best to respond to the cancellations and wishes of a large number of industry exhibitors and trade visitors by not implementing euvend & coffeena 2020.

The fair was originally planned to be held 29-31 October 2020 for the first time in parallel with ORGATEC, the leading international trade fair for modern workspaces. The simultaneity of the two fairs would have generated fresh opportunities in the away-from-home market and in the property business; Koelnmesse will continue to pursue these opportunities in future.

The continuing difficult economic situation, particularly in the away-from-home market, also presents enormous economic challenges for the vending industry. But the current crisis also creates new opportunities for the industry. For example, automated sales solutions, cashless payment or new concepts for unattended retail will play an even greater role in staff catering and other areas in future. Koelnmesse views this as an occasion to come up with attractive alternative offers that companies can use to present their products. The planned parallels with ORGATEC already offer opportunities here, too. The next euvend & coffeena will take place as planned, from 27 to 29 October 2022, parallel to ORGATEC.

“Koelnmesse worked diligently and with the best outlook for successful implementation of the trade fairs beginning in September 2020, once the German state of North Rhine-Westphalia permitted the resumption of trade fairs subject to certain conditions”, says Oliver Frese, Chief Operating Officer and in charge of trade fair management at Koelnmesse. Intensive conversations with our customers have shown how profound the impact of the coronavirus pandemic has been on the

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economic situation of many companies. “A trade fair such as euvend & coffeena is built around the large number of national and international industry experts who account for the quality of this event. In future, we intend not just to maintain this high standard of quality but actually to improve upon it. Working with the industry, in the months ahead we will do our level best to organise a great euvend & coffeena 2022, and this includes the new approach of connections with ORGATEC”, Frese adds.

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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:

THAIFEX - Anuga Asia - (Admission restricted to trade visitors only, open to the public on Saturday and Sunday), Bangkok 22.09. - 26.09.2020

yummex Middle East - The Event for Sweets & Snacks Professionals, Dubai 03.11. - 05.11.2020

Annapoorna - ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 26.11. - 28.11.2020

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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