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#alimentec

## Alimentec 2018: 10th anniversary edition impressively sets new standards

- International exhibitor growth of more than 50 %
- New, international quality standard for stand construction and organisation
- Best possibilities for market entry in the region

With the anniversary edition 2018, Alimentec has convincingly set new standards as the leading platform of the nutrition and HoReCa industry in the Andes region, the Caribbean and Central America. 449 companies from 30 countries presented their products and services revolving around the themes of food and food service to 28,458 trade visitors in Bogota from 5 to 8 June 2018. The trade visitors profited from unique access to solutions, market innovations and trends of their industry. "Due to the thoroughly successful anniversary edition, Alimentec impressively underlined its relevance as an international industry meeting point. In addition to this, the growing internationality of Alimentec confirms the importance of Colombia as an important platform for accessing new business potential. Koelnmesse, with its global know-how, is an important partner for companies looking to access attractive regional target markets", explains Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. And Andrés López Valderrama, Chairman of Corferias, adds: "Our alliance with Koelnmesse, the number 1 trade-fair location for numerous industries, and its event Anuga, the main trade fair of the food industry in the world, has allowed us to expand access for both professional visitors and exhibitors to new knowledge, experiences and networking with the industry, which undoubtedly, we have been able to demonstrate the great success of this new edition of Alimentec." The successful partnership of Koelnmesse and the Colombian trade fair company Corferias has taken place for the second time with this year's Alimentec and unites successful international industry know-how with regional expertise.

### Excellent stand construction and professional organisation

Also a source of enthusiasm was the appearance of the event, which achieved a new international level with this year's anniversary edition. The high quality stand designs convinced the national and international trade public to a great extent. International exhibitors who had participated at Alimentec for the first time were impressed by the high-quality of the trade fair and the professional organisation. Even exhibitors of many years were enthusiastic about the organisational and international development of the event, which was contributed to by the alliance of the organisers. "It's been a very good event. We met both existing and new clients. My impression is that the overall visitor quality is continuously improving with a more focused visitor profile, more in line with the real needs of the industry,"



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commented Andrés Cardona, Head Chef Colombia of Unilever Food Solutions Colombia. In addition to this, the exhibitors emphasised that their commitment to exhibition participation paid off many times. "It's our first time in the show and we are absolutely satisfied. For the next edition we have to hire more staff as we were constantly in talks. We are happy about the demand of the Colombian customers for our products and will return in 2020," stressed Jonatan Morgenroth, Director for Latin America of TouchBistro. This investment on the part of the exhibitors bears witness to the importance of Alimentec for the entire industry. This offering is thus unique in the region of Central America. "The service on-site was excellent. We highly praise the service team. Our expectations in the trade audience were also exceeded. Buyers from import companies, distributors, supermarket chains from Colombia, Chile, Ecuador, Bolivia, Panama and from the Dominican Republic visited our stand. We received many compliments for the product presentation and selection of products," is how Malies Voss from Eichbaum Brauerei summed the event up.

### **International exhibitor growth**

In addition to this, the anniversary edition attracted more international exhibitors than ever before: in comparison with the previous event in 2016, the number of international exhibitors increased by 53 percent. Represented were companies from all sectors of the nutrition and HoReCa industries from 30 countries. In addition to many national companies like Colombina, Juan Valdez, Javar and Casa Luker, international major industry players like Unilever, Rational, Winterhalter, Scandic, Mondial Foods, Emco, Instanta, Lamex, Budweiser and many others exhibited here. Exhibitors from Singapore, China, Thailand, Malaysia and Taiwan participated in the event for the first time. Alongside the international pavilions from Spain, Brazil, Turkey, the USA and Canada, Argentina, Peru, South Korea, Ecuador, Portugal, the Czech Republic, Indonesia and Germany, new countries like Denmark, Singapore, China and Cuba have also participated. The event, which takes place every two years, thus convinced with a total of 17 country pavilions. The entire international exhibition space demonstrated extraordinary growth of 49 percent. Many exhibitors of the last event expanded their space massively. One example of this is the ICEX pavilion from Spain, with a quadrupling of the booked space.

### **Future-oriented supporting programme**

The anniversary edition also presented a future-oriented supporting programme focusing on innovations and networking for the first time. Four prestigious partners, the Cámara de Comercio de Bogotá, the Argentine Coordinadora de las Industrias de Productos Alimenticios (COPAL), the Instituto Argentino del Envase (IAE) and the Asociación Colombiana de Ciencia y Tecnología de Alimentos (ACTA), presented an extensive programme revolving around innovation and industry themes in the segments of nutrition and food service. The focus of attention was on, among other aspects, the trend theme of sustainable nutrition, which included lectures on the global value creation chain for a sustainable future and international trade. The event thus represented an optimal platform for trend themes and impulses, and rounded off the event with targeted know-how and knowledge transfer.

## **"Bakery, Pastry & Chocolate" segment in its own hall**

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In addition to this, the focus of the trade fair offering on twelve segments specific to the industry directly reflected its orientation to industry requirements. Due to increased interest from buyers and producers in the industry, the "Bakery, Pastry & Chocolate" segment was presented in its own hall for the first time. In this way the clear segment strategy was continued following the example of the world's leading trade fair Anuga.

## **Increasing market attractiveness of Colombia**

Thanks to its ideal geographical position, Bogota is an optimal hub from which to access the regional target markets in Central America and the Andes region. This location is growing in importance due to the increasing market attractiveness of Colombia as a whole. The resulting imports offer excellent market chances. In addition to this, the Colombian market is striving for international growth and receives a great deal of support from the government. Alimentec promotes this growth to a great degree in that it provides the regional market with access to the international segments.

## **11th Alimentec in June 2020**

The next Alimentec takes place from 9-12 June 2020 in Bogota.

## **Corferias Bogotá**

With over 60 years of trade fair experience, Corferias pursues the goal of intensifying relations between Colombia and the global community through the organisation of trade fairs, exhibitions, congresses and events. Corferias has the largest fair grounds in the Andes region at its disposal in Bogota. These are currently being massively expanded and modernised. [www.corferias.com](http://www.corferias.com)

## **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:**

Annapoorna - World of Food India - International Exhibition for Food & Beverage Trade, Catering & Retail Market, Mumbai 27.09. - 29.09.2018

yummex Middle East - The Event for Sweets & Snacks Professionals, Dubai 30.10. - 01.11.2018

ANUFOOD China - The leading food & beverage exhibition serving North China,  
Beijing 21.11. - 23.11.2018

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**Note for editorial offices:**

Alimentec photos are available in our image database on the Internet at <https://feriaalimentec.com/>

If you reprint this document, please send us a sample copy.

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