

Press Conference

Anuga 2019

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Comments by Herbert Marner, Executive Board of Koelnmesse GmbH



Anuga
05.10.-09.10.2019
www.anuga.com

Dear ladies and gentlemen,

In the name of our subsidiary, I heartily welcome you to our Press Conference on Anuga.

Before we address this year's Anuga, I would like to say a few words about Anufood Brazil that is taking place for the first time this year and which is offering us with the ideal setting for the press conference here today.

With ANUFOOD Brazil - powered by Anuga, Koelnmesse is positioning itself on the Brazilian market with its own food trade fair. In this way, in our capacity as a globally-operating trade fair organiser we are placing our bets on the potential that the Brazilian market offers us.

There is a very high demand for an independent food trade within the Brazilian food industry. Following the successful developments of Anutec Brazil (2018 over 100 exhibitors and 4,000 visitors) and the WellFood Ingredients Summit (2018: 2,000 visitors and 400 delegates) establishing a comprehensive trade fair for the food industry is a logical consequence. The aim is to establish ANUFOOD Brazil in an initial step as an export platform for the Brazilian food and beverage industry under the central theme "Brazil feeds the World". This will enable the market entrance and pave the way for extending the event as an international trade fair, as soon as the current import barriers decline.

We believe that this country will become an export nation and sales market once again. Furthermore, Brazil is one of the largest food producers and exporters in the world. Around 180 exhibitors and approximately 6,000 visitors from Brazil regularly attend Anuga, Anuga Foodtec and ISM alone, but also other trade fairs in Cologne. The most important think tank in Latin America, "Fundação Getulio Vargas" (FGV), with whom we have been successfully cooperating for many years, is a key partner in organising ANUFOOD Brazil.

The concept of ANUFOOD Brazil is based on the successful concept of the leading global food industry fair, Anuga, in Cologne and covers the entire food and beverage segment. We are delighted that 130 exhibitors with over 150 brands are taking part in the first event. This is a very good basis, as the planning for ANUFOOD Brazil took place under difficult economic and political conditions.

Furthermore, in the scope of this event we offer the Brazilian industry and further Latin American countries access to the global market via this international platform. Based on the "Global Competence in Food and FoodTec", the global network of Koelnmesse, which meanwhile encompasses 20 trade fairs worldwide including market leaders in Asia, the Middle East and last, but not least Europe. The leading global trade fairs Anuga, ISM and also Anuga FoodTec in Cologne are the innovation drivers of the network. Comprising of almost 18,000 exhibitors and nearly 650,000 visitors together, the network has achieved an impressive size.

I would like to also mention Colombia as a further important pillar in Latin America, where Koelnmesse cooperates with Corferias, the leading trade fair company of the Andes region and Central America, which also asserts itself in the food and food technology section in the scope of several events such as Alimentec or Andina Pack.

Ladies and gentlemen,

Let us now turn to Anuga, the most famous international trade fair of the food portfolio of Koelnmesse. This year we are looking forward to a special highlight. The world's largest trade fair for food and beverages, Anuga, is celebrating its 100th anniversary - a remarkable sign of its long-term support of the industry and without doubt an excellent example for the successful development of a trade fair in the food section. Which is why I don't want to miss the opportunity of giving you a brief overview of several of Anuga's milestones.

The first Anuga took place in Stuttgart in 1919. It was a small-scale samples show, at which around 200 exclusively German companies took part. 360 exhibitors already took part in the first Anuga in Cologne in 1924, when it was still a touring exhibition. In 1951, over 1,200 exhibitors from 34 countries took part, whereby Anuga established itself as the central international business platform for the food industry. From this point on, the decision was made that Anuga will stay in Cologne. Over the course of time, the trade fair advanced from being a food and processing platform into become a trade fair purely for food and beverage.

Today, with 7,405 exhibitors and around 165,000 trade visitors, Anuga is the largest and leading industry get-together of the international food and beverage industry - a true success story for all parties involved. In the meantime, successful adaptations of Anuga have developed all over the globe, in Asia, in North and South America and also in the Near East, so that the food and food technology portfolio has increased to 20 events today. This also shows which development potential and which opportunities arise as a result of ANUFOOD Brazil.

Brazil has been a constant strong partner of Anuga for many years. The country is the seventh largest consumer market in the world and a strategic hub in the region, which borders on 10 countries in South America. The food and beverage industry of Brazil is a very important part of the Brazilian industry. It is one of the largest

exporters of coffee, meat, juices, sugar and alcohol worldwide. Fish and seafood, cocoa, cereals, fruit, tea, roots as well as fats and oils are further important food exports of Brazil. This also makes Anuga so attractive for many Brazil companies, since with its international alignment it can reach customers from all over the globe in a targeted manner. In 2017, 115 companies from Brazil participated at Anuga, compared to 93 in 2015. APEX Brazil, The Brazilian Trade and the Investment Promotion Agency are organising the Brazilian pavilion at Anuga 2019. Furthermore, the meat chamber ABIEC, the Brazilian Beef Exporters Association and the ABPA Brazilian Animal Protein Association are particularly well-represented in the high-export meat section, Anuga Meat, where they present their companies at large pavilions.

Every two years the world's largest and most important trade fair for food and beverages also focuses on a specific country. I am thus delighted that we were able to win over Paraguay as our partner country this year and that we thus placing the focus on the South American Continent for the first time at Anuga. The activities at the trade fair will be coordinated by the German/Paraguayan Chamber of Commerce and Industry (AHK Paraguay) in collaboration with Rediex, a state-owned export company of Paraguay and Koelnmesse.

Since its foundation, Anuga has considerably contributed towards the reinforcement and development of the international food and beverage industry. With a 90 percent share of foreign exhibitors and 74 percent share of visitors from abroad, Anuga is the central and leading international hub especially for export-oriented companies as well as the trendsetter and source of inspiration for the global food industry. With the impressive "10 trade shows under one roof" concept, which was presented on a global level for the first time at Anuga, besides diversity and internationality the trade fair also offers the top buyers from all over the world a more well-arranged structure and clear orientation. Each of the individual trade shows is unique in itself and in some cases also the leaders of their segment. Together this special mixture between both small and medium-sized companies turns Anuga into the most international and most diverse trade fair worldwide.

Anuga Meat is a good example of our 10 trade shows, which with over 800 exhibitors from 45 countries is the biggest trade show for meat, sausage and poultry in the world. The themes meat, sausage and poultry are each represented in the Halls 5.2, 6 and 9. Alongside Spain and Italy, Brazil is among the top 3 countries of origin of the exhibitors at this trade fair. Brazilian companies such as BRF and JBS, which are both among the largest global food manufacturers in the world, regularly use Anuga as a platform for opening up new markets and presenting new products. A worthwhile participation, because in 2017 over 64,000 professionals from the trade and out-of-home market visited Anuga Meat in order to inform themselves about the trends and new products in the meat and sausage sector. Here, a clear interconnection between the trade fair and trend themes becomes evident.

The integration and interaction of trade fair and trend topics is also reflected in the other trade fairs of Anuga. The trade show Anuga Chilled & Fresh Food in Hall 5.1 focuses on the food to-go trend, offering fresh delicatessen and fresh out-of-home products for fast in-between meal snacks. Besides fresh pastry products, which are among the most popular convenience products, fish and processed fish, ready-prepared salads, marinated vegetables and ready-to-eat vegetables can be found here.

When it comes down to the quality of the products, as the most important platform for the manufacturers of delicatessen, Anuga Fine Food is a central point of contact for the manufacturers and importers of delicatessen and their customers from the food trade and food service sector. At Anuga Fine Food in Halls 1, 2.1, 3.1, 10.2 and 11, the trade visitors gain will an insight into the international cuisines of spices and delicatessen, through to oils, vinegars and other basic foodstuffs. This section also encompasses the "Anuga Halal Market" special event in Passage 4/5, which offers a wide spectrum of halal-certified products for the food trade, which are found across all of the trade shows.

Other trend themes such as functional and free-from products can for instance be discovered at Anuga Bread & Bakery, the trade fair for bread and bakery products or Anuga Dairy, the trade fair for milk and dairy products.

Ladies and gentlemen,

As you can see, due to its 10 trade shows, Anuga offers a targeted selection of specialised and trend themes for all needs and every target market. And no other platform has succeeded since its foundation in providing so much space for new food trends, for inspiration and impulses as well as for specifically oriented future themes and in guaranteeing a continual exchange between the industry participants. This is what turns Anuga into the most important buying and network platform for all nationally and internationally significant food wholesalers and retailers as well as for bulk consumers from the out-of-home and food service sectors.

At the edition commemorating the 100th anniversary, not only a look into the past and what the industry has achieved awaits the visitors. The current new products and industry trends will also be presented in the "Anuga Trend Zone" and at the "Anuga taste Innovation Show". The Anuga Trend Zone is the central lecture stage where a team of experts from Innova Market Insights and Euromonitor will present the latest and illuminating analyses on the developments in the food and beverage industry. For many of the visitors to the trade fair, the large stage on the North Boulevard of Anuga, where they can inform themselves about the trends and market developments, is a fixed port of call.

The most important new products of Anuga are presented in the "Anuga taste Innovation Show" special event. The exhibitors have the opportunity to enter their new products in our new products database from July on. An expert jury comprising of journalists and market researchers will select the industry's top innovations from

all of the submitted entries. During the trade fair, the results will be presented in the scope of the respective special event on the North Boulevard in front of Hall 7.

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But not only the current trends are presented at Anuga. A strong focus will also be placed on the future of food at the anniversary edition. Surveys show that in a few years over 10 billion people will be living on earth. The key question is how can all of these people be fed? In addition to the shortage of water and arable land, the key issues are the logistic challenges as well as the alternatives for breeding plants, meat substitutes and new eating habits. Our world of food is thus faced with the largest transformation of all times and many companies are already occupying themselves with alternative solutions for the industry.

Anuga has picked up on this and is for the first time offering a platform that exclusively addresses the future of food. The trade visitors can inform themselves here about the visions and solutions for the near future, but also for the next 100 years and can also engage in an active exchange with industry pioneers and experts. Furthermore, start-ups will talk about their developments for the industry and present these at Anuga.

The innovation summit NEWTRITION X in Cologne on 6 October 2019 will also address future-oriented themes. Renowned representatives from the worlds of science and business will provide a comprehensive overview of the theme personalised diets. The format serves as a place of exchange and at the same time as a get-together between the field of science, technology innovations and industry experts so that they can solve the food problems of the future together.

Logistics and distribution are the focal point of the 5th Innovation Food Conference - iFood 2019, which is organised by the German Institute for Food Technology (DIL). It is scheduled to take place on 7 October at Anuga in the Congress Centre North of Koelnmesse. In the scope of the conference, the challenges of the global value chain, digital issues regarding the production, consumption, sales and sustainability concepts for food as well as innovation programmes will be discussed.

The participants of the E-Grocery Congress will discuss the global visions & future trends on 8 October in the Congress Centre North at Anuga. In detail for instance issues such as shop concepts of the future, new distributions channels or innovative logistics solutions will be addressed. The first congress on this topic took place at Anuga 2017 and it was a great success. The international exchange between industry pioneers about the global visions of the online food trade section will also attract the corresponding industry players in 2019.

Further events included within the event and congress programme at Anuga are:

- Anuga Organic Market and the Anuga Organic Forum (special event Hall 5.1)
- Anuga Culinary Stage incl. the Chef of the Year Competition (special event)

Ladies and gentlemen,

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As you can see the 35th edition of Anuga in Cologne is providing a special mixture between established themes and a multitude of new topics. Anuga offers inspiration and networking at the highest level, brings people and markets together and succeeds in covering the global market of food in one location - and has done for 100 years already.

We are looking forward to welcoming countless visitors from all over the globe at Anuga in Cologne from 5 to 9 October 2019 and already take this opportunity to wish all exhibitors a successful trade fair.

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