

KOELNMESSE: LEADING TRADE FAIRS FOOD & FOODTEC



GLOBAL-COMPETENCE.NET/FOOD



Gerald Böse President and Chief Executive Officer, Koelnmesse GmbH

"Make your business global" You want to increase the internationality of your business in a targeted manner? You are searching for new target groups in relevant and aspiring regions? You want to experience sustainable growth? Then, make use of the global trade fair network of Koelnmesse and benefit from our "global competence in food and foodtec".

We are the leading international provider of nutrition trade fairs and events for the processing of food and beverages. With us at your side as partners, we will open up the doors to new markets to you - whether in Latin America or the USA, in Thailand, India or Japan, whether in Europe or the United Arab Emirates.

Our network is as comprehensive as it is unique: starting with the world's leading trade fairs ISM, Anuga and Anuga FoodTec, we organise attractive trade fairs around the globe with partners on location, which for the most part function as leading regional trade fairs and attract the decision makers from the respective markets.

At the same time, these "satellite trade fairs" increase the familiarity and attractiveness of our leading world trade fairs, with which we bring together the global nutrition industry.

Make our trade fair network your network. Activate yourself for the connections of Koelnmesse around the world and efficiently and effectively exploit lucrative growth potential.

Yours sincerely,

Gerald Böse President and Chief Executive Officer, Koelnmesse GmbH



## KOELNMESSE: LEADING TRADE FAIRS FOR FOOD & FOODTEC



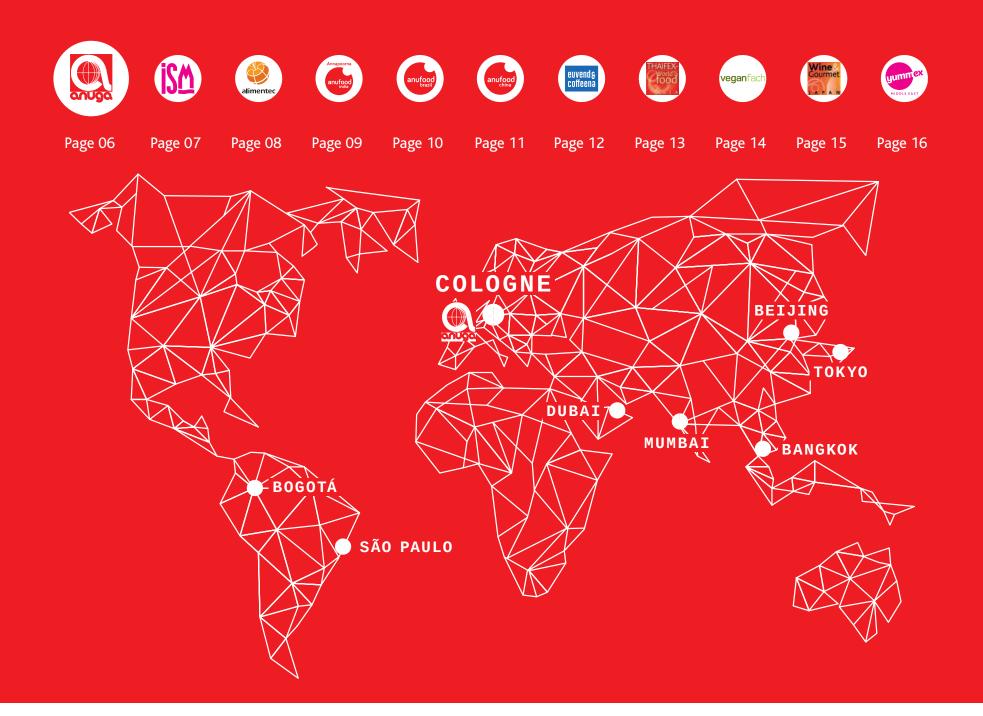
ANUGA FOOD TEC

Page 20



Koelnmesse: the world's leading food trade fairs It is the largest and most important food & beverage trade fair in the world: Anuga in Cologne. The nutrition economy meets here every two years to present the internationally available offering of food products and beverages, to discuss trends and themes, and to establish and deepen valuable business partnerships. With Anuga at the centre, our network offers you these advantages:

- The best contacts: at all trade fairs you will encounter relevant customers and partners worldwide who are decision makers, for direct contacts and business at the highest level.
- New markets: our network offers you a broad spectrum of tailored possibilities oriented entirely to your needs: whether at the leading trade fair Anuga or at global events that focus on certain markets and regions.
- All trends: each trade fair is an inspiring marketplace that focuses on innovations and ideas for the food and beverage industry.







Look forward to the world's largest and most important fair for food & beverages. Every two years, the Anuga in Cologne sets the standard for the global players in retail trade, food service and catering market providing the perfect platform for business, trends and networking.



#### 10 Trade Shows in One



## Only the number 1 offers

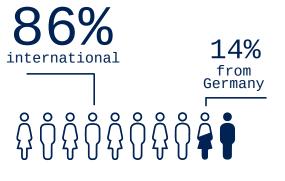
- A globally unique trade fair concept with 10 trade fairs under one roof, in order to bring together supply and demand specific to the industry.
- The focus on global innovations and new products under 10 trend themes that show what is currently in demand and where the road is heading.
- A unique supporting programme with exclusive special events, seminars and congresses for inspiration and networking.



Innovations, ideas, impulses: the ISM is the world's largest and most important trade fair for sweets and snacks. It reflects the entire global offering, shows relevant new products and brings together supply and demand optimally: only ready-for-sale, commercially available store products are shown. Because only trade visitors have access to the ISM, the trade fair offers the ideal platform for business and networking at the highest level.

#### Product segments

- Chocolate and chocolate products
- Sugar confectionery
- Biscuits
- Snack foods
- Savoury snacks, ready-to-eat
- Fruit snacks and vegetables snacks
- Breakfast
- Ice cream, deep-frozen confectionery
- Trade associations, publishing houses



1,656 exhibitors, 73 countries



37,500 visitors, 144 countries



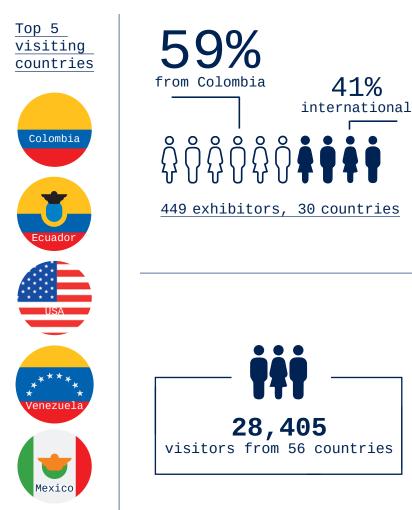
## Only the number 1 offers

- Perfect timing: thanks to the early date at the beginning of the year, seasonal business can be planned optimally.
- Perfect combination: together with ProSweets Cologne, which takes place parallel, the ISM covers the entire value creation chain of the sweets economy.



#### ALIMENTEC

THE INTERNATIONAL FOOD AND HOSPITALITY TRADE FAIR



Your ideal entry point to the market in the Andean region, the whole of Central America and the Caribbean: Alimentec in Bogotá. As an international business platform, the trade fair has been a firmly established event for the food industry, trade, food service and Horeca since 1999. Alimentec – powered by Anuga – has been jointly organised by Koelnmesse and Corferias since 2016; with record numbers of exhibitors and trade visitors. The trade fair has also registered a considerable increase in international participation.

## Use your market chances

- Colombia is the third largest economy and one of the fastest growing and stable markets in Latin America.
- Product segments that are experiencing disproportional growth according to experts: functional food, ready-to-eat products, healthy products, alcoholic and non-alcoholic beverages, frozen food
- Thanks to state funding and increasing tourism, the hotel industry in Colombia is booming. This leads to an increased demand for high-quality international brand products..

Powered by:







Annapoorna - ANUFOOD India is one of the most important food & beverage trade fairs in India. In strong partnership with the Federation of Indian Chamber of Commerce and Industry (FICCI), it is the platform where the international producers can meet up with decision-makers and relevant buyers from India and its neighbouring countries. The trade fair is accompanied by a Matchmaking programme, store checks, the "ANUFOOD India Food Retail Award" ceremony, live cooking sessions, wine tastings and CEO round table discussions while being supported by the Retailers Association of India (RAI) and the Forum of Indian Food Importers (FIFI).



## Use your market chances

- India is one of the most dynamic regions of the world, driven by economic growth, innovative technologies, food production, increasing consumption and improving lifestyles.
- The market for imported food products grows annually by 20 %.
- Mumbai is India's most important business metropolis almost every second company has its head office here.



#### Product segments

Annapoorna

anufood







#### **ANUFOOD BRAZIL**

anufoog

INTERNATIONAL TRADE SHOW EXCLUSIVELY FOR THE FOOD AND BEVERAGE SECTOR



A unique premiere: ANUFOOD Brazil – powered by Anuga – which will open its doors for the first time in 2019, is the only trade fair in Brazil that focuses exclusively on food & beverages. The event, developed in close coordination with all of the important industry associations, is aligned and tailored to meet the respective needs of the market. It offers the perfect platform for both the domestic market and for export transactions, and is carried by the excellent know-how and the network of Koelnmesse.

- ANUFOOD Brazil is the communication platform revolving around the themes of supply chain, international trade, export possibilities, new trends and political general conditions in South America.
- Brazil is one of the leading export countries worldwide for food and beverage products like soybeans, sugar, meat and meat products (poultry, beef and pork), unroasted coffee, corn, fruit and vegetable juices.
- Brazil is the 7th largest consumer market in the world, worth R\$ + 430 billion in 2015 and with a population of 202 million people. With the prospect of increased income and urbanisation as well as greater access to information, the consumers will demand a wider variety of innovative, healthy and sophisticated products.

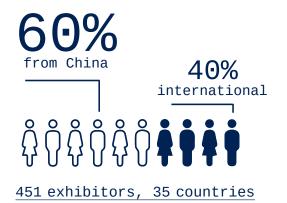


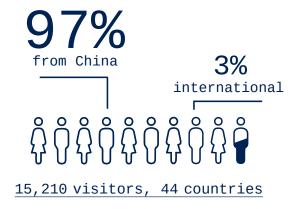




#### **ANUFOOD CHINA**

anufood





ANUFOOD China connects international producers of food and beverages with key buyers from hotels, eCommerce, the retail and wholesale markets as well as with importers, who usually don't attend any other exhibition in China. This is what makes ANUFOOD China a unique gateway to the food and beverages sector in the region. North Asia offers tremendous opportunities, particularly for new innovative products, whilst North China is well-known for being one of the fastest growing markets for imported products.

## Use your market chances

- The import of food to China has been increasing by an average of 20% annually in recent years. China is the leading importer of dairy products. The import of milk powder alone is increasing annually by 65%.
- Chinese consumers are responsible for a quarter of worldwide meat consumption.
- Since entering the WTO, wine imports to China have really exploded with growth rates from 50 to 100 % since 2007. It is expected that China will soon be the largest wine importer in the world.
- Excellent perspectives are also offered by sweets & snacks (emerging higher growth rates than other segments), olive oil (annual increase of 55 %, good margins, low entrance barriers), seafood, as well as coffee (increasing establishment of a coffee culture).

## Product segments FINE FOOD REVERSE FOOD REVICE REVERSES FOOD SERVICE REVERSES FOOD SERV





#### **EUVEND & COFFEENA**

euvends

coffeena

THE INTERNATIONAL TRADE FAIR FOR VENDING & COFFEE





Initiator, trendsetter and business platform: euvend & coffeena presents all solutions and innovations involving the themes of automated sales solutions, coffee, hot beverages, additional products, snacks, beverages, filling products, multi-payment solutions, cups and services. In the heart of Europe and in the strongest economic market on the continent, the leading trade fair for vending and coffee provides the ideal business and communication platform.

- Great potential: the European vending and coffee market encompasses
  295 million consumers, 3.8 million vending machines and 14.6 billion Euro
  in sales.
- In 2017, euvend & coffeena was the only trade fair with the participation of all major manufacturers.
- In focus: trend themes like energy efficiency, office coffee service and contact-free payment.
- Focus on: innovations, including with the awarding of the "Vending Star".

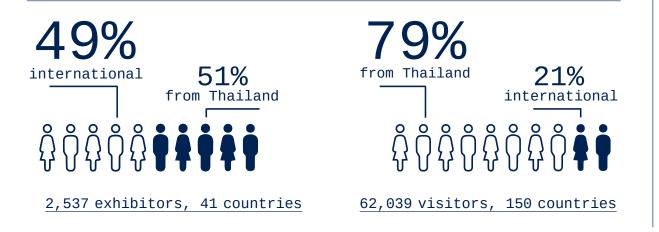






#### INTERNATIONAL TRADE EXHIBITION FOR FOOD & BEVERAGE, FOOD TECHNOLOGY AND FOOD SERVICE IN ASIA

Since 2004, THAIFEX – World of Food Asia has played a pivotal role in connecting the region's food and beverage industry. It has grown to become the largest industry trade fair in the ASEAN region. THAIFEX brings together the most comprehensive selection of food and drink, food service and food technology products from all over the world in South East Asia with a focus on the high-growth Indo-Chinese market, including the CLMV countries (Cambodia, Laos, Myanmar and Vietnam).



## Use your market chances

- With a GDP of 366 billion US dollars, Thailand is the second largest economy in South Asia, and one of the most attractive food & beverage markets in the Asia-Pacific region.
- After China, Thailand is the second largest retail market in Asia.
- The ASEAN region is expected to become the world's fourth largest economy by 2050, with constantly growing demand, disposable income and consumer expenditure.
- High-value and food ingredients produced using more advanced technology are generally not available locally and have to be imported.

#### Product segments



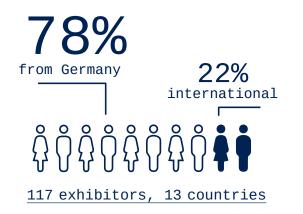






**VEGANFACH** 

veganfac





Trade/private visitors

7,500 visitors, 35 countries

veganfach is the central vegan lifestyle event in Europe and has the strongest international alignment. The entire offering of food products, beverages and nutritional supplements, as well as cosmetics, fashion, furniture and services is presented. The trade fair offers the ideal environment for addressing the increasingly strong wish for vegan products. At veganfach the exhibitors meet up with international trade visitors from the retail trade, industry and food service, but also with thousands of consumers. The visitors and decision-makers profit from ideas, impulses and the sustained dynamic of the market.

- Vegan is of increasing economic significance.
  The industry enjoys double-digit annual growth rates.
- 15% of the vegan product launches were placed in Germany between June 2017 and July 2018, more than in any other country.





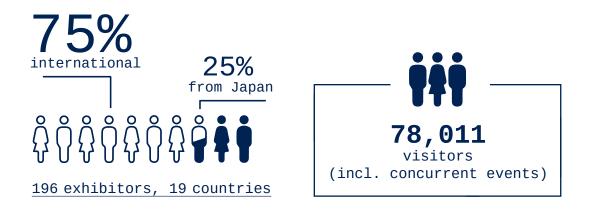
#### WINE & GOURMET JAPAN

INTERNATIONAL WINE, BEER, SPIRITS, GOURMET FOOD AND BAR EXHIBITION & CONFERENCE IN JAPAN

Wine & Gourmet Japan is the only specialised trade fair for wine, beer, spirits and gourmet food in Japan. With highlights such as WSET-based professional tasting seminars, label awards, a matching support centre and pairing programmes for wine and food by Wine Kingdom Magazine, it proves to be more than purely a trade platform. Relevant local importers, distributors, wholesalers, retailers and decision makers from the HoReCa sector such as hospitality professionals, chefs and sommeliers are targeted by Wine & Gourmet Japan.

#### Product segments





- Japan is the largest net importer of food & beverage in the world, the no. 1 importer of spirits in Asia-Pacific and the second largest importer of wine in Asia.
- Spirits and liqueurs enjoy great popularity as cocktail ingredients.
- The per capita consumption of beer in Japan is the highest in Asia. The beer market is diversifying. Beer sorts with low malt content or without malt are opening up new growth potential.
- There are more than 36 million people in the country who regularly drink wine. High-priced wines are growing constantly in demand.
- Especially strong in demand: sparkling wine, which is enjoyed by both men and women equally.



#### YUMMEX MIDDLE EAST

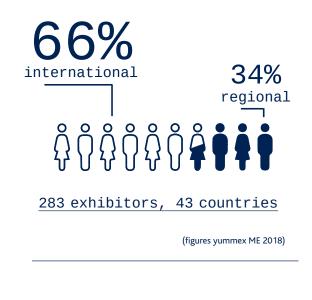
uummex

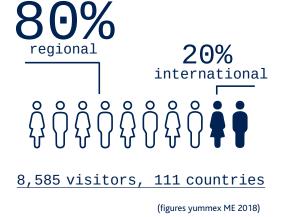
MIDDLE EAST

As an international trade fair for sweets and snacks in the MENA region, yummex Middle East (ME) – powered by ISM and Gulfood – offers ideal access to the most important players of the trade market. As the leading innovation and trend platform for the MENA region, it is an established, attractive meeting point for the most important decision-makers of the industry. The perfect co-located basis for good business and contacts, enhanced by unique synergies: co-located with "PRIME", the region's exclusive exhibition for Private Label and Licensing, yummex ME will present a unique and international market overview of the region's retail trade, the hospitality and food service industries.

Also with regard to the EXPO 2020 in Dubai, yummex ME offers ideal possibilities for profiting from the dynamics and rapid growth of the region and its growing hospitality and food service market.







## Use your market chances

 MENA markets are among the fastest growing in the world: high birth rates, rapidly expanding cities and upcoming mega-events, such as EXPO2020 in Dubai and the 2022 FIFA World Cup in Qatar, make the combined Middle East and Africa regions even more attractive and offer the highest level of potential growth. The Middle East region, for example, experienced a 27 % Compound Annual Growth Rate (CAGR) for Indulgent and Premium Confectionery and a 8 % CAGR for Healthy Snack Alternatives (Source: Euromonitor International and CBRE Research and Studies).

· Attract maximum attention to your innovations. Enter your new products for the yummex ME Innovation Award. The winners can present their distinguished products in the "Innovation Gallery" at yummex and at the New Product Showcase at ISM in Cologne.





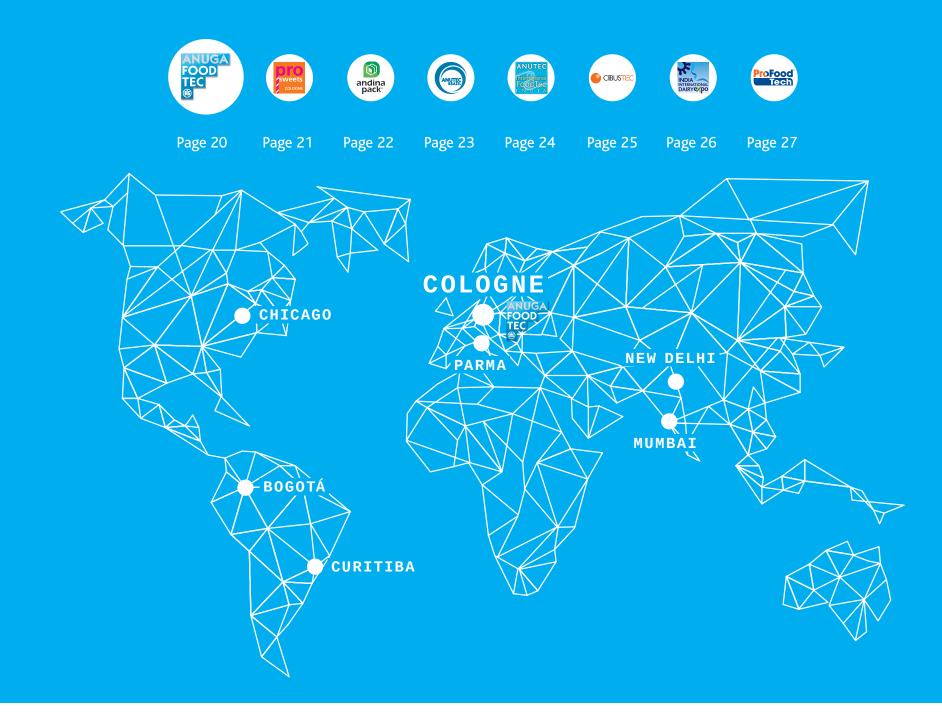




It is the leading global trade fair and is the only trade fair which covers all aspects of food production: Anuga FoodTec in Cologne. Every three years this is where everything focuses on innovations and technological visions - in the Food Processing, Food Packaging, Food Safety, Food Ingredients and Services & Solutions sections. With Anuga FoodTec at the centre, our network offers you these advantages:

Koelnmesse: the world's leading foodtec trade fairs

- Best contacts: High investments have to be made for new systems and technologies. To this end you can directly meet up with relevant and competent suppliers and decision-makers at all of the fairs - for business with no detours.
- New markets: The worldwide demand for foodstuffs is growing. The demand for processing and packing solutions too. Our trade fairs offer perfect access to all of the important growth regions - universally at Anuga FoodTec, and with a regional focus at global events.
- All trends: Innovations are an important driving force to encounter the challenges of the future. Every trade fair bundles ideas and inspiration on all themes that move the industry.





#### ANUGA FOODTEC

ONE FOR ALL. ALL IN ONE. COLOGNE, GERMANY 23. – 26.03.2021 EVERY THREE YEARS WWW.ANUGAFOODTEC.COM

As the leading global supplier fair, Anuga FoodTec is the most important driving force of the international food and beverage industry. It is the only trade fair in the world that covers all aspects of food production – from processing, filling and packaging technology to packaging materials, food safety and the entire range of innovations from all the areas associated with food production.



This is where the decision-makers from **154 countries** meet up (over 50,000 visitors)

#### Product segments





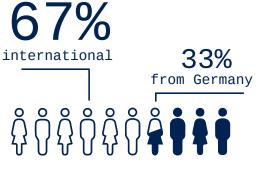
## Strong concept: Food technology at the highest level

In 2018, Anuga FoodTec was once again the innovation hub of the supplier industry. All of the leading food producers worldwide came to Cologne. The trade fair displayed the entire production cycle so visitors were able to experience live both individual solutions as well as holistic, cross-process concepts across all production stages and food industries. The key topic resource efficiency was one of the omnipresent top themes while the large variety of offers and impressive exhibitor presences attracted the top decision-makers. The exhibitors were impressed by the high quality, professionalism and internationality of the trade visitors and reported about very good discussions with top-ranking decision-makers.

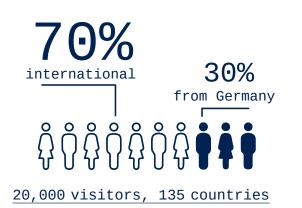


#### **PROSWEETS COLOGNE**

sweets



325 exhibitors, 35 countries



A perfect combination: Together with ISM, ProSweets Cologne covers the entire value creation chain of the sweets economy. As the leading international trade fair for the supplier industry, ProSweets Cologne focuses on all sections to do with the production and packing of sweets and snacks - from innovative technologies, to ingredients, through to packing solutions. This enables you to benefit from unique synergies.

## Use your market chances

- A unique network: Due to the fact that ISM is staged parallel, all of the important manufacturers of sweets are present on-site - plus all relevant decision-makers from the retail trade.
- A high quality of visitors: 92% of the visitors of the last ProSweets Cologne were involved in procurement/purchasing decisions, around 32% are indeed decisive in the decision-making process.
- Since ProSweets Cologne covers all important segments it provides a complete overview simply, fast and efficiently.

#### Product segments

- Production and Packaging Technology
- Packaging and Packaging Materials
- Raw Materials and Ingredients
- Operating Equipment and Auxiliary Devices



**ANDINA PACK** 

 $\bigcirc$ 

andina

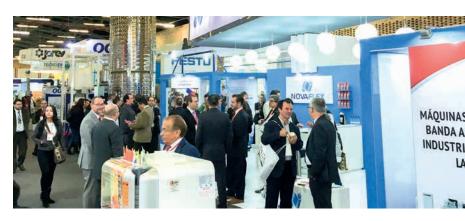
pack

INTERNATIONAL PROCESSING AND PACKAGING EXHIBITION FOR THE FOOD, PHARMA AND COSMETIC INDUSTRY

Andina Pack is the only trade fair for processing and packaging technology in the Andean region, Central America and the Caribbean that presents comprehensive technical solutions for the food and beverage, pharmaceuticals and cosmetics industries. Andina Pack is firmly established in the market, which is shown by the constantly increasing participation of well-known international manufacturers. In 2017, for the first time more than 50% international exhibitors participated at Andina Pack.



- Colombia is the perfect hub for the fast growing markets in the Andean region, Central America and the Caribbean.
- Between 2014 and 2019 Colombia's consumption of processed food is expected to grow by 51.5%. Colombia's healthcare market is predicted to have a compound annual growth rate of 6.4% until 2024.
- Due to these developments there will be an increasing demand for machinery together with the need for technologically advanced equipment.







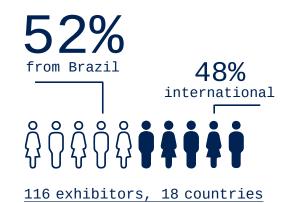


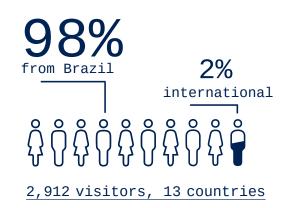
#### **ANUTEC BRAZIL**

INTERNATIONAL SUPPLIER FAIR FOR THE MEAT AND PROTEIN INDUSTRIES

Top 5 visiting countries







/11)

ufi

The hub to Brazil and South America ANUTEC BRAZIL is the leading supplier trade fair for the food industry on the Brazilian market. It covers the entire delivery chain of the food industry with a focus on processing, packaging, food safety and ingredients, as well as services and solutions in the animal protein section. The event unites all of the important players and offers the best prerequisites for building up sustainable business relations. The event excelled in 2018 by achieving considerable growth in the number of exhibitors and visitors, as well as in the amount of exhibition space. Make sure to take advantage of this opportunity!

## Use your market chances

- Brazil is one of the leading processors of foodstuffs worldwide, is the global market leader for the export of chicken and is the second largest consumer of beef. The demand for innovative technologies and solutions is therefore high.
- Ideal trade fair location: Curitiba is the home of the meat-processing industry, the Federal State Parana is the "agricultural powerhouse".
- Satisfied exhibitors: 86% were satisfied with the quality of visitors.\*
- Satisfied visitors: 97% were satisfied with the overall quality of the event, while 98% would recommend the fair to other relevant professionals.\*

\* Exhibitor and visitor survey at the trade fair in 2018





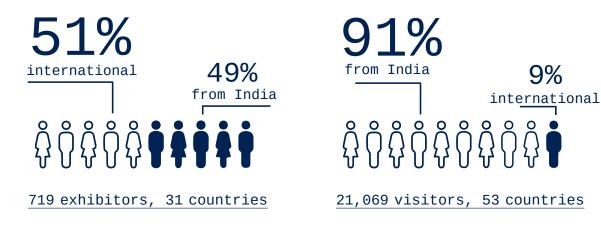


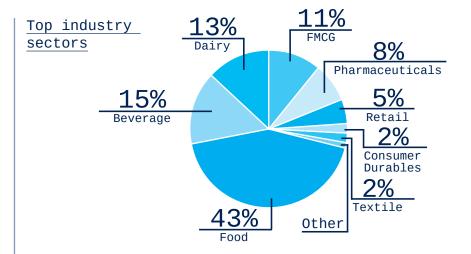


INTERNATIONAL SUPPLIER FAIR FOR THE FOOD AND DRINK INDUSTRY



Focusing on food and beverages, ANUTEC - International FoodTec India offers excellent growth potential for all manufacturing segments, from ingredients to processing and production, through to packaging. As the most successful event of its kind, the trade fair sets the trends in a booming region and brings the "Who's who" of the industry together.





- The Indian Food and Drink industry is one of the fastest growing industry sectors in India and is expected to grow at an encouraging rate of 20 % over the next five years.
- Investments are being made by various Indian and multinational companies to boost sales and build market share in the food processing industry. Such investments and increasing need for technological innovation are creating enormous sales opportunities for suppliers of the food and drink industry.

#### **CIBUS TEC**

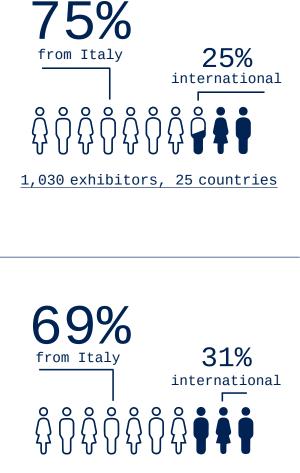
CIBUSTEC

#### THE INTERNATIONAL FOOD PROCESSING & PACKAGING EXHIBITION FROM THE HEART OF THE ITALIAN FOOD VALLEY

#### PARMA, ITALY 22. – 25.10.2019 EVERY THREE YEARS WWW.CIBUSTEC.IT

<u>Top 5</u> visiting countries





34,483 visitors, 108 countries

All solutions for all food industries under one roof: Cibus Tec reflects the entire spectrum of the processing industry, from ingredients to process technologies, from packing to logistics. Established since 1939 and supported by the know-how and network of the organisers, Koelnmesse and Cibus, the trade fair is a business platform and innovation driver all in one - for instance the inspiring formats such as the Future Food Technologists Competition or the Start-up District.

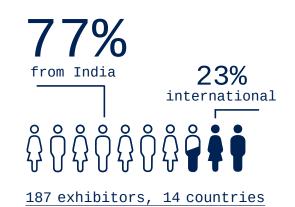
- Strategic location: Parma is the heart of the Italian food production and has the highest density of companies from the food and foodtec sections.
- Well-networked: Cibus Tec has well-developed partnerships with Federalimentare (the Italian Federation of Food Industries Association) and with Italian and international institutions from the food and beverage sector. Furthermore, the fair is supported by a Steering Committee made up of Production and R&D Managers of some of the main food industries.





INTERNATIONAL TRADE FAIR FOR DAIRY FARMING, PROCESSING, PACKAGING, DISTRIBUTION AND PRODUCTS





**96%** from India 4% international Å Å Å Å Å Å Å Å Å 6,437 visitors, 31 countries The Indian dairy industry is the largest in the world. The India International Dairy Expo is the only trade fair in India that specialises in all aspects of the production of dairy products, from the meadow to the finished product. The conference that is staged parallel also brings all of the important industry representatives together and creates a platform for intense discussions and business relations.

## Use your market chances

- With an annual volume of 146.3 mil. tonnes, India's share of the global milk production is 20%.
- The dairy production in India is growing at a rate of about 6% per year, while the consumer demand is growing at approximately double that rate.
   Hence, there is a tremendous opportunity for investment and development.

#### Product segments

- Milk and Milk Products
- Processing and Packaging Equipment
- Dairy Farming & Farm Equipment
- Veterinary
- Chain Management, Distribution
- and Logistics

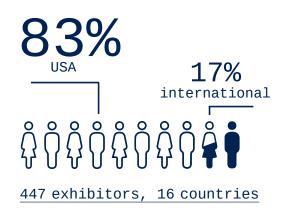


**ProFood** 

Tech

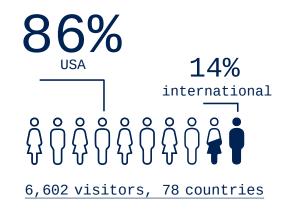
THE PROCESSING EVENT FOR FOOD & BEVERAGE

ProFood Tech is the only supplier trade fair for the NAFTA region that represents the entire processing market for food and beverages. In 2017, the new trade fair convinced with a successful premiere and satisfied the very high expectations of both the industry and retail trade. In 2019, ProFood Tech will again be the no. 1 address for the food and beverage technology in the NAFTA region. Located in the largest food sales market in the world, the trade fair offers the exhibitors excellent opportunities for presenting their innovative technologies and solutions to the relevant buyers and decision-makers.



## Use your market chances

 The United States is the world's biggest food market, combining high quality demands with a huge spending capacity of the local food industry.



 ProFood Tech offers you an entry into the world's biggest food market with an expected 2.4% annual market volume growth of food processing machines.



#### Product segments

- Process Technology
- Filling and packaging technology
- Automation, data processing, controlling and control technology
- Food safety, quality management
- Plant equipment, environmental engineering, biotechnology
- Cooling and air condition technology
- Conveying, transport and storage installation, logistics
- Ingredients, auxiliary materials
- Components, assemblies, surface technology, accessories
- Service providers, organisations, publishers
- Dairy requirements, dairy products, dairy technology



# KOELNMESSE: LEADING TRADE FAIRS FOR FOOD & FOODTEC. NO 1





## **GLOBAL-COMPETENCE.NET/FOOD**



Private person

Fax: +49 221 821 99-1241





## KOELNMESSE: LEADING TRADE FAIRS FOR FOOD & FOODTEC

FOR MORE INFORMATION ABOUT OUR GLOBAL COMPETENCE, VISIT OUR INTERNET SITE:

#### WWW.GLOBAL-COMPETENCE.NET/FOOD

FOR MORE INFORMATION ABOUT THE TRADE FAIR OF YOUR CHOICE VISIT THE RESPECTIVE HOMEPAGES

### Koelnmesse GmbH

Messeplatz 1 50679 Köln, Germany Tel. +49 221 821-0 Fax +49 221 821-2574 info@koelnmesse.de

