

Press Conference

Anuga 2019

16.04.2019, 03:00 p.m., Four Seasons Hotel, Beijing, China

Comments by Lorenz Rau, Director Anuga



Anuga
05.10.-09.10.2019
www.anuga.com

Dear ladies and gentlemen,

On behalf of Koelnmesse, I would like to wish you a warm welcome to this year's press conference for Anuga and look forward to giving you an overview of the coming Anuga over the next few minutes.

The leading global trade fair Anuga has been the leading industry meeting point of the food and beverage industry for years. In terms of exhibitors, it is the largest and internationally speaking perhaps most well-known trade fair in the 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. With around 40,000 visitors, this Anuga was the best event since its inception. There were already eight focal exhibition sections back then: Food and luxury items, cooking and baking appliances, machines for the production of food, packing materials and packing machines, shopfitting, conveying technology, chemical and cosmetic compounds as well as promotional products. 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. 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. The Anuga family has now expanded up to 21 members. These include also Anufood China, because here at Koelnmesse we attribute great significance to the Chinese market. Thus, in the scope of the Anuga family, we also contribute towards bringing numerous international companies to China for Anufood. We will hear further details on this subject in a moment from Helen Lin.

Since its inception, Anuga has considerably contributed towards the reinforcement and development of the international food and beverage industry and towards the export thereof. With a 90 percent share of foreign exhibitors and 74 percent share of foreign visitors, 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. In addition to strong participations from Europe, for example from Italy, the Netherlands, Spain, Turkey, Greece and France, we also have a high number of group stands from Asia at Anuga. In particular here, the People's Republic of China, Thailand, India and Singapore are strongly represented.

In the worldwide ranking of Germany's trading partners for processed foods, China occupied 13th place in 2018 in terms of export value and 11th in terms of import value. The worldwide booming food industry and the growing interest for the Chinese cuisine and culture all around the globe provide a favourable climate for the export of food and beverages. A high participation from China is once again expected at Anuga 2019.

In 2017, 550 companies from China were represented at the trade fair, in the years 2015 and 2013 this figure was 489 and 409 Chinese food companies respectively, who came to Cologne. This growth rate of 25 percent within four years shows the rapid development that China's food industry has undergone and constitutes an impressive performance record.

Anuga is also a must-attend event in the diaries of top Chinese buyers. In 2017, 5114 trade visitors were recorded, who had travelled the distance of 8,000 kilometres and more from China to Cologne, to do business here. A significant increase in the number of visitors has also been recorded over the period of four years: In 2015 the attendance figure was 3,490, and 2,076 in 2013. This increase of around 60 percent is ultimately also attributable to the increased interest of the Chinese food business in the international trade fair platform Anuga.

The lion's share of the Chinese companies that exhibit at Anuga, participate in the scope of a pavilion. There are several alternatives here, depending on the focus of the exhibitors' offer. A particularly high number of suppliers can be found in the Anuga Fine Food sector at the coming Anuga, with products like basic foodstuffs - i.e. rice and pasta, delicatessen products, spices, preserved food, oils and fats, sweets and snacks and much more. But Chinese suppliers can also be found in other trade shows, for instance at Anuga Drinks, Anuga Frozen Food and Anuga Bread & Bakery, Hot Beverages. CFNA, Messetop, CCOIC and GOOD are among the biggest and most significant organisers of pavilions at Anuga 2019. New group organisers from China include among others EastYida, G&F, Huiyuan, Keytrade, EIECO, Shinexpo and QD CCPIT.

The participation at Anuga within a Chinese pavilion is incidentally a very good presentation option especially for smaller and medium-sized companies or also for

Anuga newcomers, because Koelnmesse makes sure that all organisational issues such as the customs formalities, entry regulations, advertising and PR run smoothly.

Page
3/7

Chinese companies are also strongly represented at other trade fairs in Cologne. Currently around 4,800 exhibitors and approx. 38,000 visitors regularly attend the events of Koelnmesse. Here, EISENWARENMESSE - International Hardware Fair Cologne, Asia Pacific Sourcing, Anuga, spoga+gafa, Orgatec and IDS are worth a particular mention.

China is one of Europe's most important trading partners. The European Union is one of China's largest food suppliers. The increase in demand for imported food is being promoted by several factors. China's middle class has grown significantly over the past decades. These consumers have high buying power and are increasingly exposed to international trends, which leads to a demand for imported foods. They are becoming increasingly choosier regarding their eating habits and demand more variety and exotic tastes. According to the Chinese Chamber of Commerce in Germany, the most popular products from Europe are wine, cheese, dairy products and premium ice cream, pasta, spaghetti sauce and other tomato products, olive oil, beer, chocolate, premium sweets, packed biscuits and snacks, muesli, coffee, baby/toddler food as well as frozen meat and seafood.

If we take a look at Germany's imports and exports with China, in 2018 food to the value of Euro 12.9 billion was exported from China to Germany. This is a slight decline of 3.0 percent compared to the previous year. The most important products were fish and fish preparations, vegetable preparations and preserves, animal feed, nuts and dried fruits, fruit preparations and preserves and spices. Whereby different import regulations and standards complicate the bilateral food trading with China.

The Chinese sales market offers enormous potential for the Germany food industry. In 2018, Germany exported around EUR 14.6 billion worth of food to China. The most popular products were meat and meat products, milk and milk products, baked goods and other preparations from grains, beer, wine, cocoa and cocoa products. Particularly the premium section led to losses, because in the meantime other nations are successfully establishing themselves on the Chinese market.

In addition to the diversity and internationality, with its impressive "10 trade shows under one roof" concept the leading industry meeting point for the international food and beverage industry offers the top buyers from all over the world a more well-arranged structure and a clear orientation. Each of the individual trade shows is unique in itself and in some cases also the leaders of their segment. I would like to briefly present the 10 trade shows to you.

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. The largest of the Anuga trade shows unites a

comprehensive and diversified offer from all over the globe. Numerous nations take part here at joint pavilions, which present the typical food and regional specialities of their home country. Cross-cutting issues such as halal, superfoods or functional foods are also at home here.

Page
4/7

The frozen food segment is one of the most important trendsetters within the trade and on the hospitality and foodservice market. The manufacturers are not as successful at presenting new products and continually improved solutions that are more convenient for the consumers in hardly any other segment. At **Anuga Frozen Food**, the international industry regularly presents its innovations for both channels - the food trade and the out-of-home market - and demonstrates how similar the two sales channels have become over the years.

Comprising of the sub-segments sausages, red meat and poultry, the world's largest business platform for the meat market - **Anuga Meat** - offers the trade buyers an excellent orientation. The ever increasingly more important meat alternatives, whether vegan or vegetarian sausage products or meat products made of insects also find their platform here.

Anuga Chilled & Fresh Food, a trendsetter segment at the trade fair, predominantly presents products for consumers with little time as well as in-between snacks. It is the trade show for fresh convenience foods, fresh delicatessen, fish, fruit & vegetables

Bundled, international competence for milk, cheese, yoghurt & co. The complete white and yellow line is represented in Cologne. **Anuga Dairy** - the trade fair for milk and dairy products - bundles international market leaders as well as specialists from all over the globe and serves the entire global market with the largest and most significant collection of products and innovations.

Bread and bakery products in combination with jam, honey, chocolate-nut spreads, peanut butter and other sandwich spreads are an equally important assortment for the trade as well for the morning breakfast buffet of hotels. The trade show **Anuga Bread & Bakery** presents a comprehensive overview of the extensive international offer.

Beverages for the retail and food service trades. **Anuga Drinks** offers a wide selection of products for both target groups: From alcohol to alcohol-free. Particularly innovative trend beverages and continually new flavours tempt the visitors to browse through the product ranges of tomorrow.

Anuga Organic presents a wide range of organic products from Germany and abroad with a clear focus on export. The range of exhibits is enhanced by the special event "Anuga Organic Market", which also focuses on the organic products of Anuga exhibitors from other trade shows. Furthermore, impulse lectures by the practitioners and pioneers of the organic segment are being offered in the Anuga

Organic Forum so that the visitors can inform themselves in detail about the current developments.

Page
5/7

At **Anuga Hot Beverages**, Anuga is presenting coffee, tea and cocoa at their own trade show and is thus doing justice on an international level to the theme that is attractive for both the trade and the out-of-home market. Strong brands in the coffee section will attract the trade fair visitors as well as a first-class and diversified, international selection of tea.

The hospitality and foodservice market is growing further and also provides the trade with new impulses. **Anuga Culinary Concepts** offers room for ideas, innovations and networking. Among others, the top-class finals of the young talent competitions, the "Chef of the Year" and "Pâtissier of the Year", will be held on the integrated "Anuga Culinary Stage" and a diversified stage programme will be offered.

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 conjunction with Rediex, a state-owned export company of Paraguay and Koelnmesse. Paraguay has already been represented at Anuga several times. In 2017, over 20 companies participated mainly under the aegis of Rediex, which has been responsible for the organisation of the Paraguayan pavilion at Anuga for many years. In addition, Camara Paraguaya de Carnes acts as a further group organiser for the companies from the meat segment, who are exhibiting at Anuga Meat.

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, the Top 10 Trends of 2020 for example. In brief impulse lectures the latest

consumer trends will be presented. 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.

Page
6/7

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 up until 6 July 2019. 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. At the past Anuga in the year 2017, almost 880 companies placed more than 2,300 products in the New Products Database on the Anuga website. This forms the basis for the jury's selection. In total, the jury selected 67 products and concepts - spanning across all ten Anuga trade shows. Here, the trade visitors can also gain an overview of the Top 10 products of Anuga 2019.

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, there is going to be an own zone for start-ups for the first time, where they 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. Because it has long since become a certainty that the general diet recommendations that are supposed to apply for all people equally, are outdated. Every person reacts differently to foodstuffs and everyone should thus individually adjust their diet accordingly. Because the ideal is an optimal diet for every single person - a "personalised diet". This is perfectly attuned to each individual organism. Here, personalised diets are long since not just a vision, but have indeed become a market. 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. The iFood Conference is an international network event for food technologists, manufacturers and dealers. 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.

Page
7/7

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 issues such as shop concepts of the future, online trade, new distributions channels, innovative logistics solutions, the efficient evaluation of data as well as the consumer behaviour of the millennials 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,

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.

Status:April 2019

Initials:2911-kau