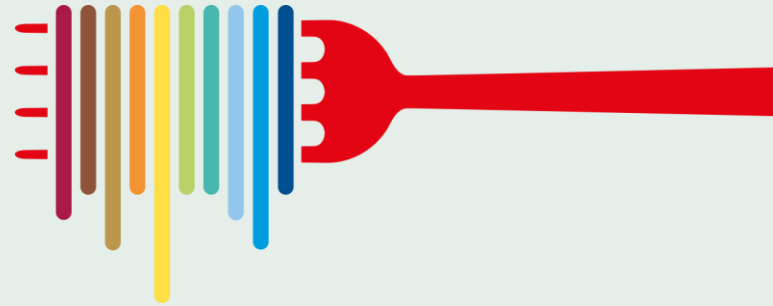
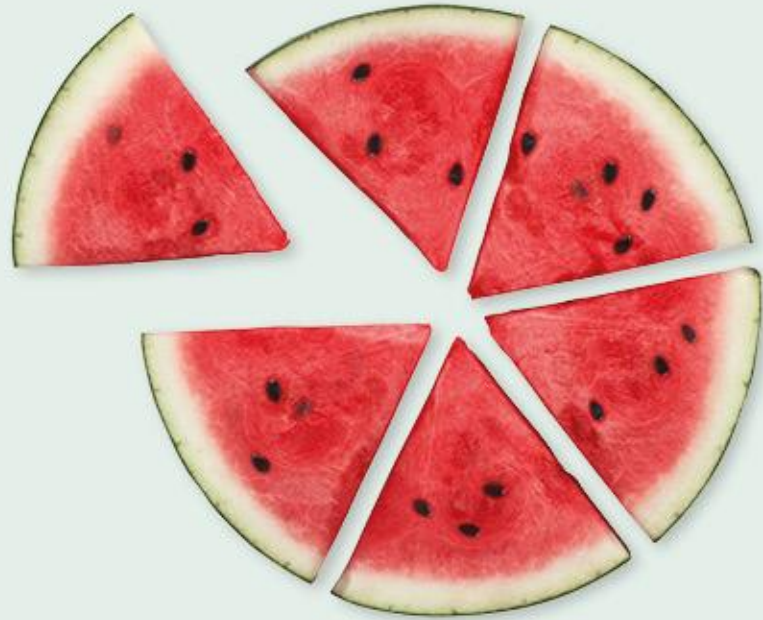


# TASTE THE FUTURE

Cologne, 05 - 09. October 2019



## Film Anuga 2017





05 – 09 October, 2019

## Highlight 2019

- Anuga, is celebrating its 100th anniversary
- Foundation in 1919 in Stuttgart
- 1924 Anuga takes place in Cologne
- 1951 Decision that Anuga stays in Cologne
- with 7,405 exhibitors and around 165,000 trade visitors, Anuga the world's biggest and most important business platform for the international food industry

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## Global Competence in Food & Food Technology

### Anuga as the international leading hub

- foreign share of 90 percent on the exhibitor side and 74 percent on the visitor side
- Anuga is the central and international leading hub, especially for export companies

KOELNMESSE:  
LEADING TRADE FAIRS  
FOR **FOOD** & **FOODTEC**



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05 – 09 October, 2019

## Strong participation from China

### Exhibitors

- 2013 409 companies
- 2015 489 companies
- 2017 550 Companies

### Visitors

- 2013 2.076 visitors
- 2015 3.490 visitors
- 2017 5.114 visitors

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05 – 09 October, 2019

## Trading Partner China

- The European Union is one of China's largest suppliers for food and beverages
- Increasing demand for imported food and beverages
- Favorite Products: Wine, cheese, dairy and premium ice cream, pasta, spaghetti sauce and other tomato products, olive oil, beer, chocolate, premium sweets, packaged biscuits and snacks, cereals, coffee, baby / baby food, and frozen meats and seafood
- Imports 2018: From China, food worth 12.9 billion euros was delivered to Germany
- Exports 2018: Germany exported food worth 14.6 billion euros to China

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# 10 trade shows under one roof

Trade Fair

# Anuga Fine Food



- **Leading Export Platform**  
Over 3.000 exhibitors from 78 countries
- **Top Quality of Visitors**  
Over 97.000 visitors
- **Gourmet Food and staple foodstuffs.**  
International, innovative, inspiring
- **Anuga Halal Market**  
Offers a wide spectrum of halal-certified products for the food trade



FACHMESSEN

## Anuga Frozen Food



- **Leading Export Platform**  
502 exhibitors from 50 countries
- **Top Quality of Visitors**  
About 65.000 visitors from the retail and out-of-home market, among these are 78 % decision makers
- **Overview of the Frozen Food Industry**  
International with innovative and inspiring new products
- **Networking not only at the Booth**  
International Industry Forum “Frozen Food” with all big key players

Trade Fair

## Anuga Meat



- **Leading Export Platform**  
Over 800 Exhibitors from 45 Countries
- **Top Quality of Visitors**  
Over 64.000 Visitors
- **World's biggest Trade Fair for Meat**  
Meat, Sausage, Poultry in separate halls
- **Brazil**  
Among top 3 countries of origin of exhibitors

Trade Fair

## Anuga Chilled & Fresh Food



- **Leading Platform**  
Over 100 exhibitors from 24 countries
- **Top Quality of Visitors**  
Over 58.000 Visitors
- **360 Degree Freshness**  
Fresh convenience products, fish, fruits & vegetables
- **Trends**  
Reflects Food to go trend

Trade Fair

## Anuga Diary



- **Leading Export Platform**  
386 exhibitors from 27 countries
- **Top Quality of Visitors**  
About 56.000 visitors from the retail and out-of-home market, among these are 77 % decision makers
- **Overview of the Dairy Industry**  
International, innovative, inspiring
- **Networking not only at the Booth**  
International evening event “Dairy Unlimited” with over 200 participants



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## Anuga Bread & Bakery



- **Leading Export Platform**  
427 exhibitors from 34 countries
- **Top Quality of Visitors**  
About 60.000 visitors from the retail and out-of-home market, among these are 76% decision makers
- **Bread, Bakery Products, Hot Beverages**  
International, innovative, inspiring
- **Networking with Synergies**  
The complementary product areas open up unique business opportunities



Trade Fair

## Anuga Drinks



- **Overview of the Beverage Industry**  
The only beverage fair that shows the entire spectrum: beer, wine, spirituous beverages, non-alcoholic drinks
- **Leading Export Platform**  
460 exhibitors from 62 countries
- **Top Quality of Visitors**  
Over 74,000 visitors from the retail and out-of-home market, among these are 73% of decision makers

Trade Fair

## Anuga Organic



- **Leading Export Platform**  
256 exhibitors from 28 countries
- **Top Quality of Visitors**  
Over 60.000 visitors from the retail and out-of-home market
- **Inspiring Special Exhibition “Organic Market”**  
Broad spectrum of organic products for food retailing
- **Networking not only at the Booth**  
The “Competence Center Organic” offers profound presentations and seminars

Trade Fair

## Anuga Hot Beverages



### – **Leading Export Platform**

161 exhibitors

### – **Top Quality of Visitors**

About 39.000 visitors from the retail and out-of-home market, among these are 75 % decision makers

### – **Overview Hot Beverages**

Broad product variety and unique business opportunities especially from the synergies of the different business areas tea, coffee and cocoa

FACHMESSEN

## Anuga Culinary Concepts



### – **Leading Export Platform**

149 exhibitors with an international share of 56,4%

### – **Top Quality of Visitors**

About 33.165 visitors from the retail and out-of-home market, among these are 76,1% decision makers

### – **Networking not only at the Booth**

Anuga Culinary Stage

16 professional dessert artists from Germany, Austria and Switzerland

Award Ceremony "Pâtissier of the year"  
44 renowned cooks from Germany, Austria, Switzerland

Award Ceremony „Cook of the year"





## Partner Country Paraguay

- official partner country at Anuga 2019 is Paraguay
- placing the focus on the South American Continent for the first time at Anuga
- for the sectors of beef, maize and soya the country is among the top 10 producers worldwide and at the same time ensures high quality





Event Program

# Anuga Events

## ANUGA TREND ZONE



presented by Innova Market Insights



## ANUGA *taste* INNOVATION SHOW



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Event Program

# Anuga Events



## E-Grocery Congress @Anuga 2019



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**DICOVER ANUGA 2019 –  
WE LOOK FORWARD  
TO WELCOMING YOU!**

