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#anuga

Paraguay is the partner country of Anuga food and beverage fair 2019

For the first time a South American country is the partner country of the world's largest industry get-together for food and beverages

Every two years the world's largest and most important trade fair for food and beverages focuses on a specific country. The selected official partner country at Anuga 2019 is Paraguay. This was confirmed by Koelnmesse and Rediex, which as the investment and export promotion agency within the Paraguayan Ministry for Industry and Commerce promotes the economic development of the country and is responsible for the coordination of the partner country activities. These will be supported by the German-Paraguayan Chamber of Industry and Commerce (AHK Paraguay).

Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, welcomes the decision for Paraguay on this important exhibition: "We have upheld very good business relations to South America for quite some time. I am thus delighted that we were able to win over Paraguay as our partner country and are as a result placing the focus on the South American Continent for the first time at Anuga. Anuga is the most important industry meeting point of the global food industry and offers the partner country the best opportunities for global networking in order to open up further business potential." Jan Hoeckle, President of AHK Paraguay further explains: As the official representative of Koelnmesse in Paraguay, the AHK has been promoting the country's participation in ANUGA for many years. As partner country, we hope to inspire many people and companies from all over the world for Paraguay and its products."

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, the Meat Chamber (Camara Paraguaya de Carnes) participates at each edition in the meat segment at Anuga Meat.

Top 10 worldwide producer for soya, maize and beef

Paraguay has around 7 million inhabitants and is well-known as an agricultural land. Today, the country produces foodstuffs for around 80 million people and can triple these statistics through the implementation of improved technologies and regional planning. Part of Paraguay's agricultural exports are destined for final consumption or for the food industry, whilst another part is processed into feed for livestock, which in turn also contributes to the food market. Besides soya, maize, wheat, manioc, sugar cane and rice, Paraguay's export goods primarily also include bovine



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www.anuga.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
Fax
+49 221 821-3544
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Herbert Marner

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

meat. 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. Due to the positive economic development in the food industry over the past years, numerous modern plants for the production of beverages, starch production, sugar production as well as milk and meat processing have arisen.

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Specialities from Paraguay

Meat is one of the basic ingredients of the Paraguayan cuisine. The specialities also include chipas (bread of corn, starch, cheese and eggs), sopa Paraguaya (casserole made of ground corn, cheese, eggs and onions), soo-yosopy (soup made of minced meat, onions and spices), parilladas (grilled meat), bori-bori (chicken soup with corn dumplings) or tortillas made of manioc. The national beverage is tereré, a cold mate tea (*ilex paraguayensis*) which is frequently prepared with several kinds of herbs.

As the partner country of Anuga 2019 Paraguay will attract special attention so that the products and specialities of the country will be under stronger focus among the trade visitors and media.

Around 7,400 exhibitors from over 100 countries as well as 165,000 trade visitors from all over the world are expected to attend the 35th Anuga. Anuga is the world's biggest and most important business platform for the international food industry.

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:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, Sao Paulo 12.03. - 14.03.2019

ProFood Tech - THE Processing Event for Food & Beverage, Chicago 26.03. - 28.03.2019

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 03.04. - 05.04.2019

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Your contact:

Peggy Krause
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel.: +49 221 821 2076
Fax: +49 221 821 3544
E-Mail: p.krause@koelnmesse.de
www.koelnmesse.com

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