

Press Conference

Anuga 2019

29.05.2019, 11:00 a.m., Phoenix 1, IMPACT Exhibitions Center, Bangkok, Thailand

Comments by Anne Schumacher, Vice President Food and Food Technology,
Koelnmesse GmbH

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. However, first of all I would like to say a few words about THAIFEX - World of Food Asia. It is a great pleasure to be here for the 16th edition of the trade fair.

We have been organising the trade fair together with our Thai partners since 2004.

And the show has set its own benchmarks. The trade fair recorded double-digit growth over the last years, both in terms of its level of internationality and local participation as well as regarding the number of buyers who visit.

This year once again over 2,500 exhibitors are participating at THAIFEX. It is the largest trade fair for food and beverages in South East Asia.

The Department of International Trade Promotion (DITP) and the Thai Chamber of Commerce (TCC) contribute significantly towards this success.

I would like to take this opportunity to express my sincere gratitude and to thank our partners for the support and their exceptional cooperation.

Mr Khun Kalin Sarasin, it is a great joy for me to be able to welcome you here at the Anuga Press Conference.

DITP and TCC are of course not only our partners in relation to THAIFEX - World of Food Asia. They also organise the Thai pavilions at Anuga in Cologne. At this point I would also like to mention that Thailand was the first partner country of Anuga in 2007.

The Thai participation at Anuga has also developed very well since 2005. The following figures demonstrate this:

In the year 2005, we welcomed 130 exhibitors and 97 visitors from Thailand.



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In the year 2015, the number of exhibitors rose to 164 and to 1,504 visitors. And in 2017 we recorded a further increase up to 172 exhibitors and 1,662 visitors. This positive development shows which leading role Thailand plays in the food and beverages industry.

We would like to exploit this strength more efficiently in future and promote synergies between the domestic and foreign events in a targeted manner - in this concrete case between THAIFEX and Anuga. Internationalisation is bringing further ongoing growth, a fact that is corroborated by our trade fairs. If the worldwide trade and goods flows continue to grow together, the internationalisation of the trade fairs has to be the logical consequence. Events abroad always constitute an ever-increasingly important pillar of our core business. Hence, in the future we are changing the name of THAIFEX - World of Food Asia to THAIFEX Anuga Asia, in order to strengthen the joint core competence sections of both trade fairs and create a uniform brand image with a uniform branding. In this respect it is important for us to continue to develop the trade fair in such a way that it does justice to the specific needs of the local industry and thus offers a meaningful enhancement to the leading trade fair Anuga in Cologne for our customers. We have succeeded in achieving this in the case of THAIFEX very well already and the new brand alignment should lead to even more synergies. Thus, we don't just invest in expanding our international activities, but also in expanding our "Global Competence in Food & FoodTec" network. Comprising of almost 18,000 exhibitors and nearly 650,000 visitors together, the network has achieved an impressive size.

Let me now say a few words about this year's Anuga.

Koelnmesse organises Anuga in close and trusting cooperation with the Federal Association of the German Retail Grocery Trade (BVLH). Further industry promoters include the Federation of German Food and Drink Industries (BVE) and the German Hotel and Restaurant Association. This strong support for the trade fair through the sponsoring interest groups has yielded fruit for decades - and is still doing so today.

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. Of course, these include also THAIFEX - World of Food Asia, because here at Koelnmesse we attribute great significance to the Thai market.

For Germany Thailand is a country with great potential. Thailand is one of the world's largest net exporters of foodstuffs. The Kingdom is the second largest rice exporter worldwide, after India. The Thai cuisine continually gains increased significance in Europe. It is considered to be one of the best in the world, because it is very diversified and varied. Since a lot of fresh vegetables, little meat and fat is used, Thai cuisine is particularly healthy and low in calories. It is thus not surprising that in the worldwide ranking of Germany's trading partners for processed foods, Thailand occupied 45th place in 2018 in terms of export value and 21st in terms of import value.

In 2018, Thailand exported EUR 390 billion worth of food to Germany. The most important products were: Meat and meat products, fodder, fish and fish preparations, fruit preparations and tinned fruit, bakery products and other preparations comprising of grain, rice and rice products.

Thailand is not only a significant source market for products for the German food industry, but also an important sales market with potential. For example, in 2018 Germany exported food to the value of around Euro 135 million to Thailand. The most popular products were: Potatoes and potato products, milk and milk products, meat and meat products, cocoa and cocoa products, bakery products and other preparations made of grains, sugar beet, sugar and sugar products.

So far, 49 individual exhibitors and the Department of International Trade Promotion Ministry of Commerce as a group organiser have registered to participate at Anuga. Overall, we expect at least the same number of exhibitors (172) as in 2017. The participation at Anuga within a Thai 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. At the current point in time, Thai exhibitors are represented at the following trade shows:

Anuga Fine Food with 1,880 square metres, Anuga Drink with 296 square metres, Anuga Meat 144.5 square metres, Anuga Frozen Food with 120 square metres and Anuga Chilled & Fresh Food with 29.75 square metres.

Here, the diversity of Anuga as the leading industry meeting point of the international food and beverage industry already becomes evident. 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.

At this point I don't want to go in to detail about all 10 of the trade shows, but instead address in particular several of the trade shows where Thai companies are represented.

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. Thai companies regularly use Anuga as a platform for opening up new markets and presenting new products. In 2017, ranking 6th, the country was one of the top countries of origin at Anuga Fine Food and is represented with products like rice and spices such as turmeric, basil, cardamom, galangal or lemon grass. A worthwhile participation, because in 2017 over 97,000 professionals from the trade and out-of-home market visited Anuga Fine Food 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.

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. Thailand is particularly represented here with soya-based beverages, wellness beverages, teas and

beverages containing tea, lemonade and juices. Here too, ranking 6th the country is one of the top countries of origin among the exhibitors.

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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. Thailand is represented on a small scale here in particular with poultry, smoked products and meat snacks.

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. 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. Here Thailand offers frozen poultry, organic frozen products such as ice cream as well as frozen fruit and vegetables, seafood and fish.

The other trade shows overall present themselves from their strong side too. Further information on this subject can be found in our press kit.

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.

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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.

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 in 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.

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 about the visions and solutions for the next 50 years on all days of the trade fair and 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, who will talk about their forward-looking 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 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, sustainability concepts as well as innovation programmes will be discussed.

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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 as well as 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,

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. And now I would like to wish you an exciting and diversified THAIFEX and will hand over to Mr Rausch.

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