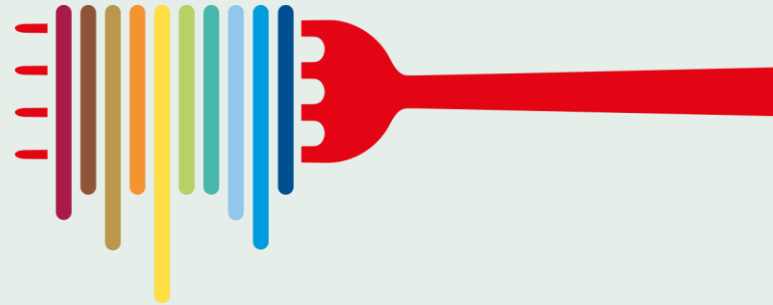
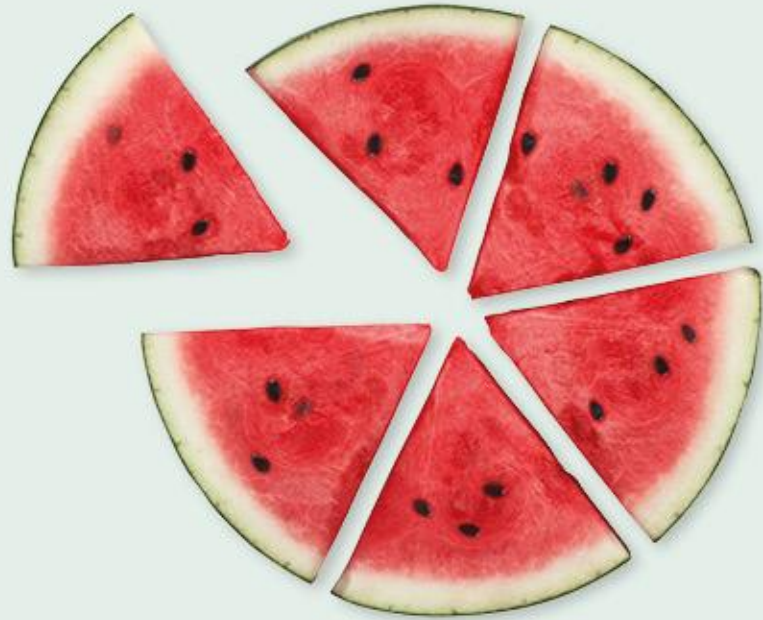


# TASTE THE FUTURE

Cologne, 05 - 09. October 2019



## Film Anuga 2017





## **THAIFEX – World of Food Asia**

- Over 2.500 exhibitors in 2019 on 107.000 sqm
- Over 60.000 expected visitors

## **Thailand Participation in Anuga:**

- 2005 130 exhibitors and 97 visitors
- 2015 164 exhibitors and 1.504 visitors
- 2017 172 exhibitors and 1.662 visitors

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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**



← Start



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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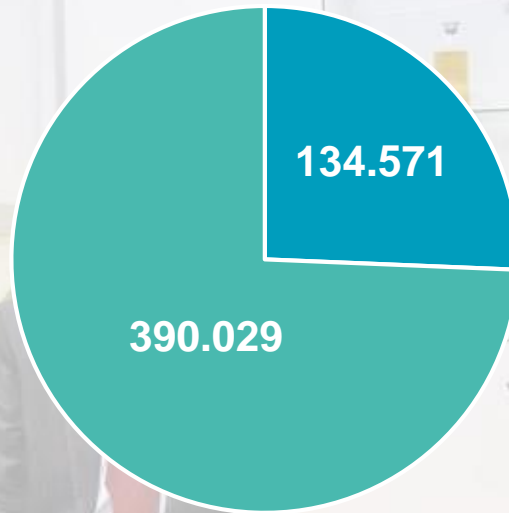






05 – 09 October, 2019

## German foreign trade with Thailand 2018: Processed Food in Thousand €



■ Export from Germany

■ Import to Germany

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05 – 09 October, 2019

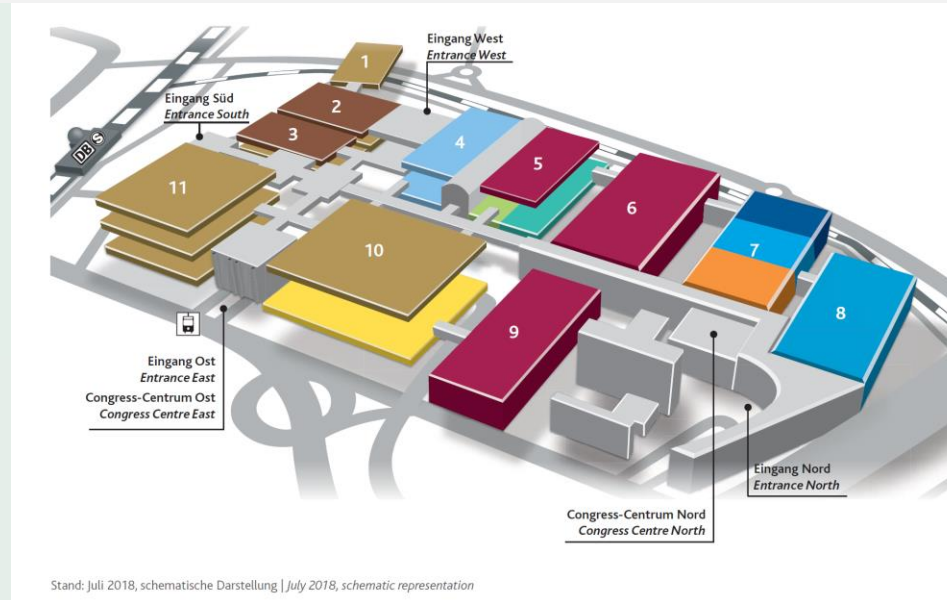
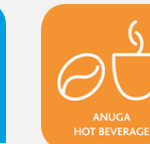
## Participation from Thailand Status Quo

- 40 single exhibitors
- Group organiser Department of International Trade Promotion Ministry of Commerce
- Anuga Fine Food 1.880 m<sup>2</sup>
- Anuga Drink 296 m<sup>2</sup>
- Anuga Meat 144,5 m<sup>2</sup>
- Anuga Frozen Food 120 m<sup>2</sup>
- Anuga Chilled & Fresh Food 29,75 m<sup>2</sup>

<< Start



# 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
- **Thailand**  
Among top 6 countries of origin of exhibitors

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
- **Thailand**  
Among top 6 countries of origin of exhibitors

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
- **Thailand**  
Thailand is represented on a smaller scale especially with poultry, smoked meat and meat snacks

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, 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
- **Thailand**  
Frozen poultry, organic frozen foods, frozen fruits and vegetables, seafood and fish



## 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



<< Start

Event Program

# Anuga Events



## E-Grocery Congress @Anuga 2019



<< Start





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

