



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

**GLOBAL-COMPETENCE.NET/FOOD**

 **koelnmesse**



Gerald Böse  
President and Chief Executive Officer,  
Koelnmesse GmbH

„Make your  
business  
global”

You want to increase the internationality of your business in a targeted manner? You are searching for new target groups in relevant and aspiring regions? You want to experience sustainable growth? Then, make use of the global trade fair network of Koelnmesse and benefit from our „global competence in food and foodtec”.

We are the leading international provider of nutrition trade fairs and events for the processing of food and beverages. With us at your side as partners, we will open up the doors to new markets to you - whether in Latin America or the USA, in Thailand, India or Japan, whether in Europe or the United Arab Emirates.

Our network is as comprehensive as it is unique: starting with the world's leading trade fairs ISM, Anuga and Anuga FoodTec, we organise attractive trade fairs around the globe

with partners on location, which for the most part function as leading regional trade fairs and attract the decision makers from the respective markets.

At the same time, these „satellite trade fairs“ increase the familiarity and attractiveness of our leading world trade fairs, with which we bring together the global nutrition industry.

Make our trade fair network your network. Activate yourself for the connections of Koelnmesse around the world and efficiently and effectively exploit lucrative growth potential.

Yours sincerely,

Gerald Böse  
President and Chief Executive  
Officer, Koelnmesse GmbH



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



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## Koelnmesse: the world's leading food trade fairs

It is the largest and most important food & beverage trade fair in the world: Anuga in Cologne. The nutrition economy meets here every two years to present the internationally available offering of food products and beverages, to discuss trends and themes, and to establish and deepen valuable business partnerships. With Anuga at the centre, our network offers you these advantages:

- **The best contacts:** at all trade fairs you will encounter relevant customers and partners worldwide who are decision makers, for direct contacts and business at the highest level.
- **New markets:** our network offers you a broad spectrum of tailored possibilities oriented entirely to your needs: whether at the leading trade fair Anuga or at global events that focus on certain markets and regions.
- **All trends:** each trade fair is an inspiring marketplace that focuses on innovations and ideas for the food and beverage industry.



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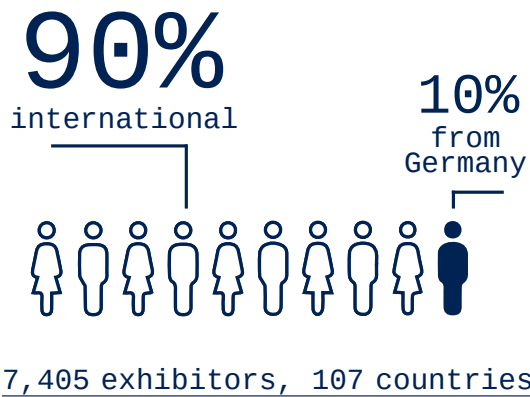
ANUGA

THE WORLD'S LEADING FAIR  
FOR FOOD & BEVERAGE

COLOGNE, GERMANY  
05. – 09.10.2019  
EVERY TWO YEARS  
WWW.ANUGA.COM



Look forward to the world's largest and most important fair for food & beverages. Every two years, the Anuga in Cologne sets the standard for the global players in retail trade, food service and catering market providing the perfect platform for business, trends and networking.



### 10 Trade Shows in One



### Only the number 1 offers

- A globally unique trade fair concept with 10 trade fairs under one roof, in order to bring together supply and demand specific to the industry.
- The focus on global innovations and new products under 10 trend themes that show what is currently in demand and where the road is heading.
- A unique supporting programme with exclusive special events, seminars and congresses for inspiration and networking.



ISM

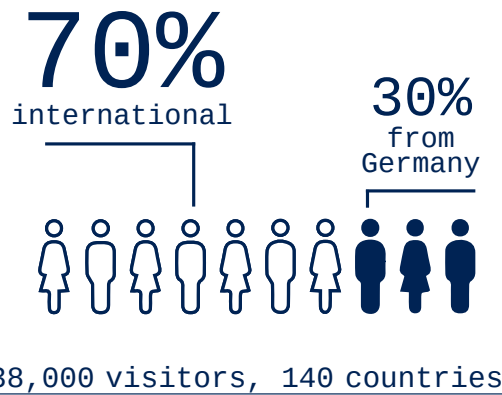
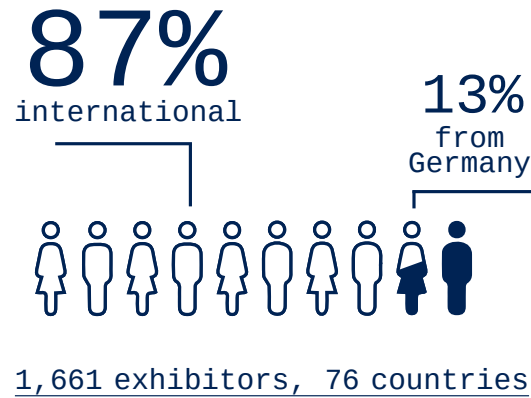
THE FUTURE & HEART  
OF SWEETS & SNACKS

COLOGNE, GERMANY  
02. – 05.02.2020  
EVERY YEAR  
WWW.ISM-COLOGNE.COM

Innovations, ideas, impulses: ISM is the world's largest and most important trade fair for sweets and snacks. It reflects the entire global offering, shows relevant new products and brings together supply and demand optimally: only ready-for-sale, commercially available store products are shown. Because only trade visitors have access to ISM, the trade fair offers the ideal platform for business and networking at the highest level.

### Product segments

- Chocolate and chocolate products
- Sugar confectionery
- Biscuits
- Snack foods
- Trend Snacks (fruit and vegetable snacks, meat snacks, energy snacks)
- Natural Sweets (chocolate from bean to bar, raw products, coffee and tea)
- Breakfast Snacks
- Ice cream, deep-frozen confectionery



### Only the number 1 offers

- Perfect timing: thanks to the early date at the beginning of the year, seasonal business can be planned optimally.
- Perfect combination: together with ProSweets Cologne, which takes place parallel, ISM covers the entire value creation chain of the sweets economy.



ALIMENTEC

THE INTERNATIONAL FOOD,  
BEVERAGE AND HOSPITALITY TRADE FAIR

BOGOTÁ, COLOMBIA

09. – 12.06.2020

EVERY TWO YEARS

WWW.FERIAALIMENTEC.COM

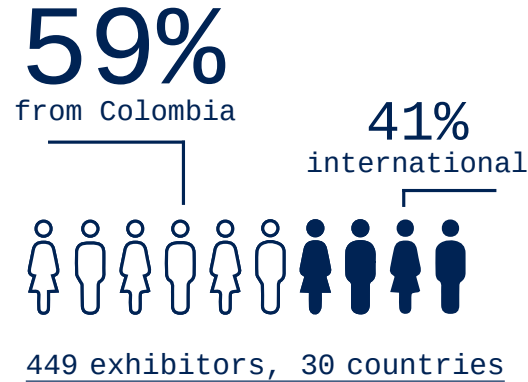
Top 5  
visiting  
countries



Your ideal entry point to the market in the Andean region, the whole of Central America and the Caribbean: Alimentec in Bogotá. As an international business platform, the trade fair has been a firmly established event for the food industry, trade, food service and Horeca since 1999. Alimentec – powered by Anuga – has been jointly organised by Koelnmesse and Corferias since 2016; with record numbers of exhibitors and trade visitors. The trade fair has also registered a considerable increase in international participation.

### Use your market chances

- Colombia is the third largest economy and one of the fastest growing and stable markets in Latin America.
- Product segments that are experiencing exponential growth according to experts: functional food, ready-to-eat or healthy products, alcoholic and non-alcoholic beverages, frozen food
- Thanks to state funding and increasing tourism, the hotel industry in Colombia has been booming, leading to an increased demand for high-quality international products.



### Sectors at Alimentec:

Fine Food	Frozen Food	Meat	Chilled & Fresh Food	Dairy & Eggs
Bread & Bakery	Drinks	Organic	Wellfood	Food Service & Retail Tec for Hospitality







Annapoorna - ANUFOOD India is one of the most important food & beverage trade fairs in India. In strong partnership with the Federation of Indian Chamber of Commerce and Industry (FICCI), it is the platform where the international producers can meet up with decision-makers and relevant buyers from India and its neighbouring countries. The trade fair is accompanied by a matchmaking programme, store checks, the "ANUFOOD India Food Retail Award" ceremony, live cooking sessions, wine tastings and CEO round table discussions while being supported by the Retailers Association of India (RAI) and the Forum of Indian Food Importers (FIFI).

66%

from India

34%

international



338 exhibitors, 21 countries

94%

from India

6%

international



10,232 visitors, 36 countries

### Use your market chances

- India is one of the most dynamic regions of the world, driven by economic growth, innovative technologies, food production, increasing consumption and improving lifestyles.
- The market for imported food products grows annually by 20%.
- Mumbai is India's most important business metropolis – almost every second company has its head office here.



### Product segments



FINE FOOD



MEAT



DAIRY



BREAD & BAKERY



DRINKS & HOT BEVERAGES



ORGANIC



AGRIFOODS



HALAL



SWEETS & SNACKS



FOOD SERVICE



ANUFOOD BRAZIL

INTERNATIONAL TRADE SHOW  
EXCLUSIVELY FOR THE FOOD AND BEVERAGE SECTOR

SÃO PAULO, BRAZIL

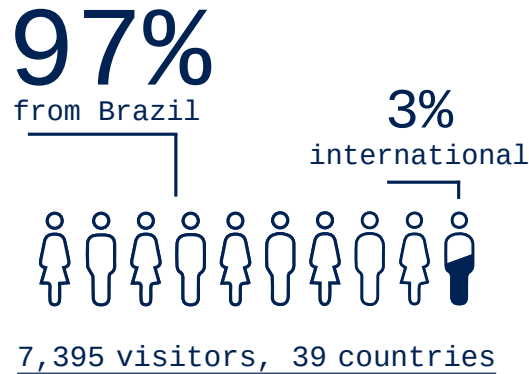
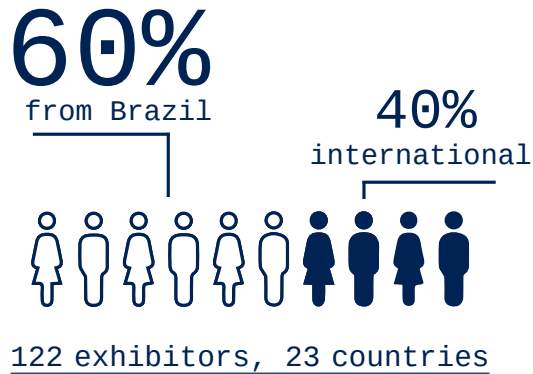
09. – 11.03.2020

EVERY YEAR

WWW.ANUFOODBRAZIL.COM

After a successful premiere as the first exclusive trade fair for food and beverages in Brazil, ANUFOOD Brazil - powered by Anuga, becomes the food industry's central platform in South America.

Enter a market with promising growth prospects, get face to face with the key buyers, establish new contacts and make more deals. ANUFOOD Brazil connects you with the most comprehensive buyer groups from the entire food industry in the region. In addition, ANUFOOD Brazil offers a top-class event and congress programme accompanying the trade fair.



## Use your market chances

- ANUFOOD Brazil is the communication platform revolving around the themes of supply chain, international trade, export possibilities, new trends and political general conditions in South America.
- Brazil is one of the leading export countries worldwide for food and beverage products like soybeans, sugar, meat and meat products (poultry, beef and pork), unroasted coffee, corn, fruit and vegetable juices.
- Brazil is the 7th largest consumer market in the world, worth R\$ + 430 billion in 2015 and with a population of 202 million people. With the prospect of increased income and urbanisation, as well as greater access to information, consumers will demand a wider variety of innovative, healthy and sophisticated products.

### Product segments



FINE FOOD



MEAT



CHILLED &  
FRESH FOOD



DAIRY



BREAD & BAKERY



DRINKS &  
HOT BEVERAGES



ORGANIC



FOOD SERVICE



AGRIFOODS



SWEETS &  
SNACKS





ANUFOOD CHINA

THE LEADING FOOD & BEVERAGE EXHIBITION FOR SOUTHERN CHINA



SHENZHEN, CHINA

15. – 17.04.2020

EVERY YEAR

WWW.ANUFOODCHINA.COM

15,000+ expected visitors  
700+ exhibitors, thereof 40% international  
20,000+ sqm exhibition space

ANUFOOD China celebrates its debut at Shenzhen World Exhibition & Convention Center in Shenzhen, China in 2020 after 5 successful years in Beijing. The exhibition constitutes a comprehensive platform specifically covering the food and beverage market of Southern China.

Tap into the immense F&B market in the Greater Bay Area: Invitations are send out to 300,000+ trade buyers across the entire industry value chain to source at ANUFOOD China.

## Use your market chances

- China has already become the largest country for the consumption of imported foods around the globe. The total amount of imported food reached 61.6 billion U.S. dollar. Guangdong Province (incl. Shenzhen) ranked top with an import value of 14.1 billion U.S. dollar.
- Shenzhen is located in the Guangdong-Hong Kong-Macao Greater Bay Area at the center of the Pearl River Delta and Guangdong Free Trade Zone and profits from a strong economic openness and dynamic.
- A continuous increase in per capita disposable income for urban residents, as well as double-digit growth in retail sales of goods and catering revenues, paired with the "Temporary Tax Rate Adjustment Programme for Import and Export in 2019" are promising indicators of flourishing market conditions.

## Product segments



FINE FOOD



SEAFOOD



MEAT



DAIRY



DRINKS & HOT BEVERAGES



FOOD SERVICE



FRUITS & VEGETABLES



ORGANIC



SWEETS & SNACKS



BABY FOOD

Powered by:



In cooperation with:



中国食品土畜进出口商会  
China Chamber of Commerce of Foodstuffs  
and Native Produce (CFNA)

All particulars: Status as of May 2019 determined by an independent, representative survey



**EUVEND & COFFEENA**

**THE INTERNATIONAL TRADE FAIR  
FOR VENDING & OFFICE COFFEE SERVICE**

**COLOGNE, GERMANY**

**29. – 31.10.2020**

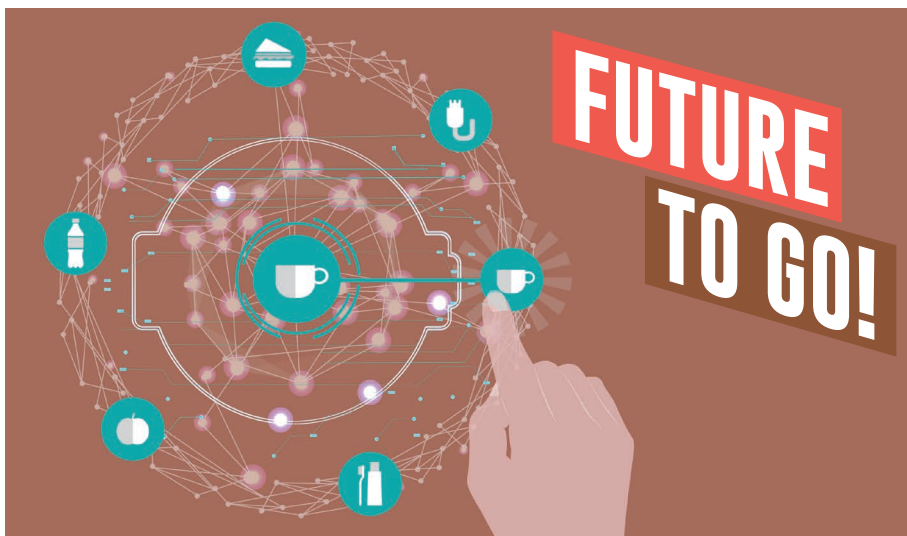
**EVERY TWO YEARS**

**WWW.EUVEND-COFFEENA.COM**

**euwend &  
coffeena**

COLOGNE, 29–31 OCTOBER 2020  
WWW.EUVEND-COFFEENA.COM

**THE  
INTERNATIONAL  
TRADE FAIR  
FOR VENDING  
& OFFICE COFFEE  
SERVICE**



**62%**

from Germany

**38%**

international



188 exhibitors

**66%**

from Germany

**34%**

international



4,433 visitors

Initiator, trendsetter and business platform: euwend & coffeena presents all solutions and innovations involving the themes of automated sales solutions, professional coffee systems, coffee, hot and cold beverages, snacks and filling products, multi-payment solutions, cups and services. In the heart of Europe and in the strongest economic market on the continent, the leading trade fair for vending and office coffee service provides the ideal business and communication platform.

## Use your market chances

- Great potential: the European vending and office coffee service market encompasses 295 million consumers, 3.8 million vending machines and 14.6 billion Euro in sales.
- euwend & coffeena is the most international vending fair in the world and the leading trade fair for office coffee service worldwide.
- In focus: trend themes like office coffee service, unattended retail and micro markets.
- Focus on: innovations, including with the awarding of the „Vending Star“.



THAIFEX – WORLD OF FOOD ASIA

INTERNATIONAL TRADE EXHIBITION FOR  
FOOD & BEVERAGE, FOOD TECHNOLOGY AND FOOD SERVICE IN ASIA

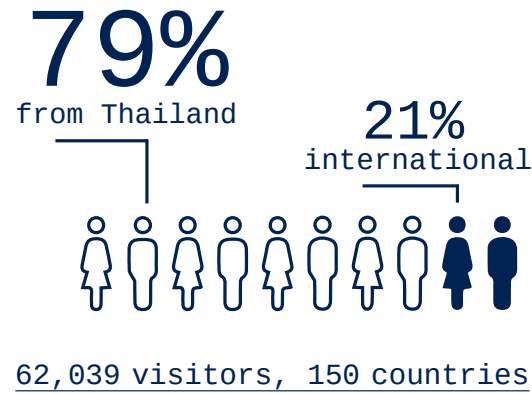
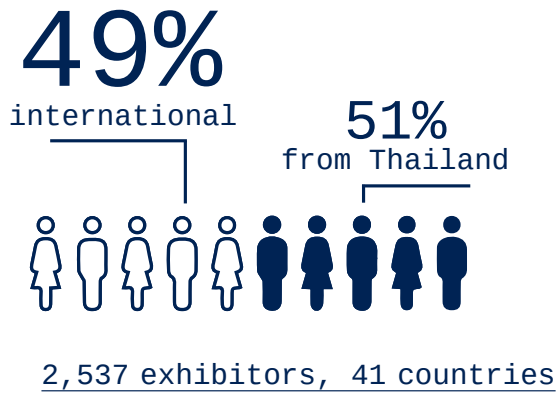
BANGKOK, THAILAND

26. – 30.05.2020

EVERY YEAR

WWW.WORLDOFFOODASIA.COM

Since 2004, THAIFEX – World of Food Asia has played a pivotal role in connecting the region’s food and beverage industry. It has grown to become the largest industry trade fair in the ASEAN region. THAIFEX brings together the most comprehensive selection of food and drink, food service and food technology products from all over the world in South East Asia with a focus on the high-growth Indo-Chinese market, including the CLMV countries (Cambodia, Laos, Myanmar and Vietnam).



## Use your market chances

- With a GDP of 366 billion U.S. dollar, Thailand is the second largest economy in South Asia, and one of the most attractive food & beverage markets in the Asia-Pacific region.
- After China, Thailand is the second largest retail market in Asia.
- The ASEAN region is expected to become the world’s fourth largest economy by 2050, with constantly growing demand, disposable income and consumer expenditure.
- High-value and food ingredients produced using more advanced technology are generally not available locally and have to be imported.

## Product segments



FINE FOOD



FROZEN FOOD



MEAT



DRINKS



COFFEE & TEA



FOOD SERVICE



FRUITS &  
VEGETABLES



RICE



SEAFOOD



SWEETS &  
CONFECTIONERY



FOOD  
TECHNOLOGY

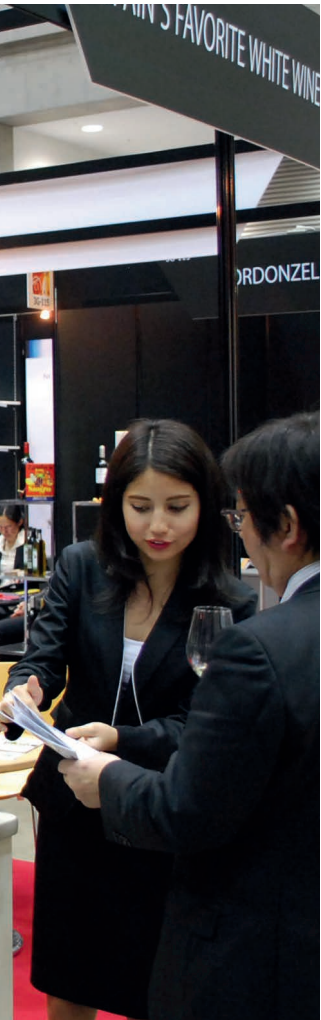
Powered by:



In cooperation with:



All particulars: Status as of May 2019 determined by an independent, representative survey



Wine & Gourmet Japan is the only specialised trade fair for wine, beer, spirits and gourmet food in Japan. With highlights such as WSET-based professional tasting seminars, label awards, a matching support centre and pairing programmes for wine and food by Wine Kingdom Magazine, it proves to be more than purely a trade platform. Relevant local importers, distributors, wholesalers, retailers and decision makers from the HoReCa sector such as hospitality professionals, chefs and sommeliers are targeted by Wine & Gourmet Japan.

Product segments



58% international



149 exhibitors, 19 countries

42% from Japan



78,011 visitors  
(incl. concurrent events)

Use your market chances

- Japan is the largest net importer of food & beverage in the world, the no. 1 importer of spirits in Asia-Pacific and the second largest importer of wine in Asia.
- Spirits and liqueurs enjoy great popularity as cocktail ingredients.
- The per capita consumption of beer in Japan is the highest in Asia. The beer market is diversifying. Beer sorts with low malt content or without malt are opening up new growth potential.
- There are more than 36 million people in the country who regularly drink wine. High-priced wines are growing constantly in demand.
- Especially strong in demand: sparkling wine, which is enjoyed by both men and women equally.

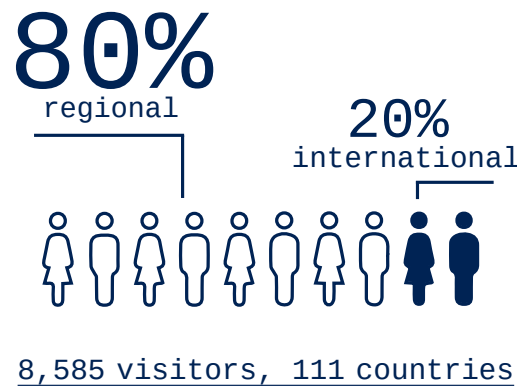


As an international trade fair for sweets and snacks in the MENA region, yummex Middle East (ME) – powered by ISM and Gulfood – offers ideal access to the most important players of the trade market. As the leading innovation and trend platform for the MENA region, it is an established, attractive meeting point for the most important decision-makers of the industry. The perfect co-located basis for good business and contacts, enhanced by unique synergies: yummex ME is co-located with “PRIME”, the region’s exclusive exhibition for Private Label and Licensing, and “Gulfood Manufacturing”, the largest trade fair in the region for the manufacture and processing of food products and beverages.

yummex ME will present a unique and international market overview of the region’s retail trade, the hospitality and food service industries.



(figures yummex ME 2018)



(figures yummex ME 2018)

## Use your market chances

- MENA markets are among the fastest growing in the world: high birth rates, rapidly expanding cities and upcoming mega-events, such as EXPO2020 in Dubai and the 2022 FIFA World Cup in Qatar, make the combined Middle East and Africa regions even more attractive and offer the highest level of potential growth. The Middle East region, for example, experienced a 27% Compound Annual Growth Rate (CAGR) for Indulgent and Premium Confectionery and a 8% CAGR for Healthy Snack Alternatives (Source: Euromonitor International and CBRE Research and Studies).
- Attract maximum attention to your innovations. Enter your new products for the yummex ME Innovation Award. The winners can present their distinguished products in the “Innovation Gallery” at yummex and at the New Product Showcase at ISM in Cologne.



## Koelnmesse: the world's leading foodtec trade fairs

It is the leading global trade fair and is the only trade fair which covers all aspects of food production: Anuga FoodTec in Cologne. Every three years this is where everything focuses on innovations and technological visions - in the Food Processing, Food Packaging, Intralogistics, Environment & Energy, Digitalisation, Automation, Safety & Analytics and Science & Pioneering section. With Anuga FoodTec at the centre, our network offers you these advantages:

- **Best contacts:** High investments have to be made for new systems and technologies. To this end you can directly meet up with relevant and competent suppliers and decision-makers at all of the fairs - for business with no detours.
- **New markets:** The worldwide demand for foodstuffs is growing. The demand for processing and packing solutions too. Our trade fairs offer perfect access to all of the important growth regions - universally at Anuga FoodTec, and with a regional focus at global events.
- **All trends:** Innovations are an important driving force to encounter the challenges of the future. Every trade fair bundles ideas and inspiration on all themes that move the industry.





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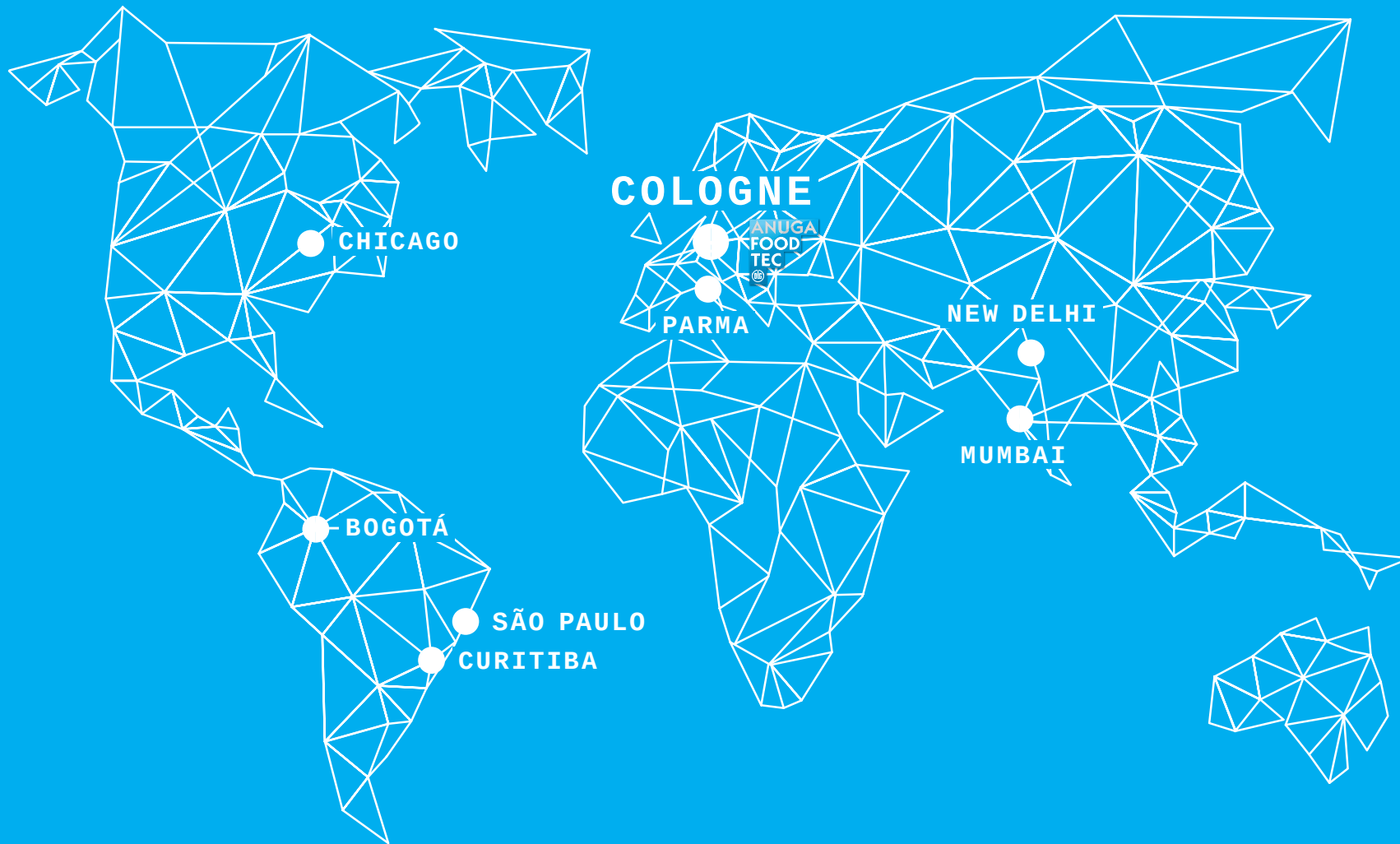
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ANUGA FOODTEC

ONE FOR ALL.  
ALL IN ONE.

COLOGNE, GERMANY

23. – 26.03.2021

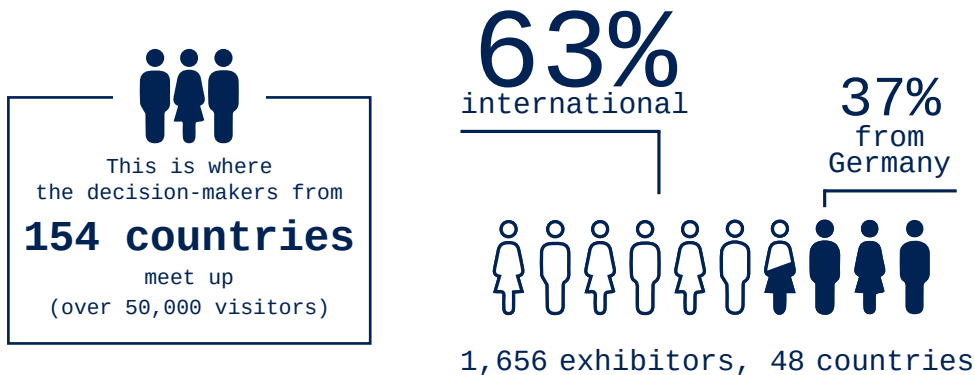
EVERY THREE YEARS

WWW.ANUGAFOODTEC.COM

## Strong concept: Food technology at the highest level

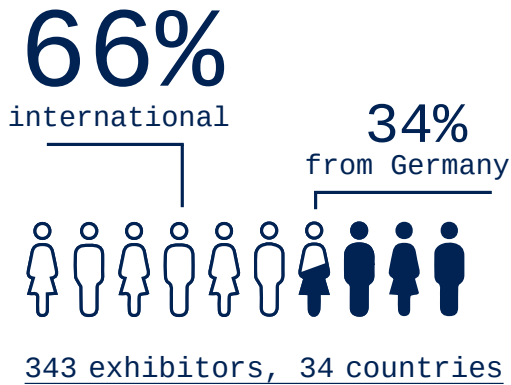
In 2018, Anuga FoodTec was once again the innovation hub of the supplier industry. All of the leading food producers worldwide came to Cologne. The trade fair displayed the entire production cycle so visitors were able to experience live both individual solutions as well as holistic, cross-process concepts across all production stages and food industries. The key topic resource efficiency was one of the omnipresent top themes while the large variety of offers and impressive exhibitor presences attracted the top decision-makers. The exhibitors were impressed by the high quality, professionalism and internationality of the trade visitors and reported about very good discussions with top-ranking decision-makers.

As the leading global supplier fair, Anuga FoodTec is the most important driving force of the international food and beverage industry. It is the only trade fair in the world that covers all aspects of food production – from processing, filling and packaging technology to packaging materials, food safety and the entire range of innovations from all the areas associated with food production.



### Product segments





A perfect combination: Together with ISM, ProSweets Cologne covers the entire value creation chain of the sweets economy. As the leading international trade fair for the supplier industry, ProSweets Cologne focuses on all sections to do with the production and packing of sweets and snacks - from innovative technologies, to ingredients, through to packing solutions. This enables you to benefit from unique synergies.

### Use your market chances

- A unique network: Due to the fact that ISM is staged parallel, all of the important manufacturers of sweets are present on-site - plus all relevant decision-makers from the retail trade.
  - A high quality of visitors: 89% of the visitors of the last ProSweets Cologne were involved in procurement/purchasing decisions, around 33% are indeed decisive in the decision-making process.
- Since ProSweets Cologne covers all important segments it provides a complete overview - simply, fast and efficiently.



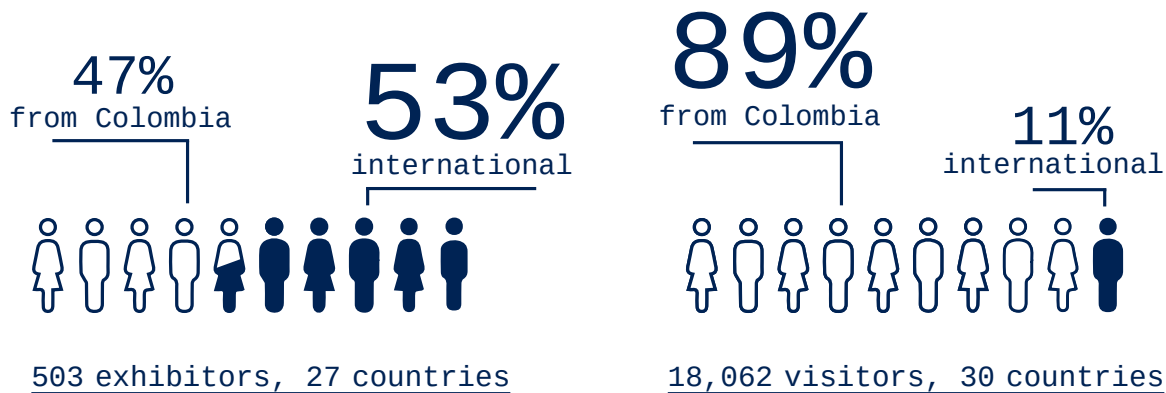
### Product segments

- Production and Packaging Technology
- Raw Materials and Ingredients
- Packaging and Packaging Materials
- Operating Equipment and Auxiliary Devices





Andina Pack is the only trade fair for processing and packaging technology in the Andean region, Central America and the Caribbean that presents comprehensive technical solutions for the food and beverage, pharmaceuticals and cosmetics industries. Andina Pack is firmly established in the market, which is shown by the constantly increasing participation of well-known international manufacturers. In 2017, for the first time more than 50% international exhibitors participated at Andina Pack.



### Participating Sectors

	Food & Drink		Pharma & Cosmetic		Materials & Containers
	Convert & Print		Storage & Material Handling Equipment		International Delegations

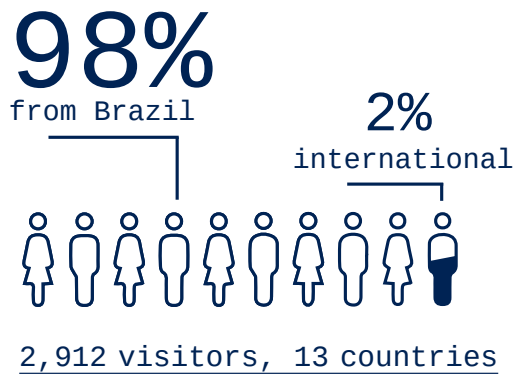
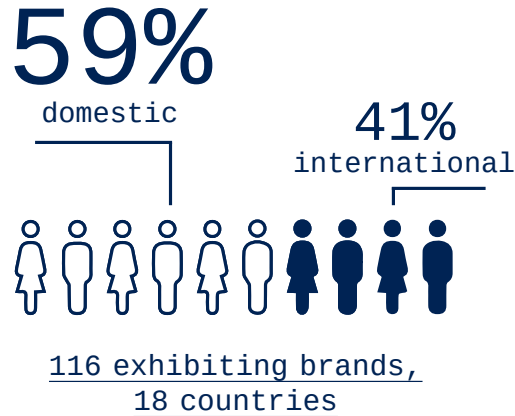
## Use your market chances

- The food and beverage industry in Colombia will be over 25.7 billion dollars in 2021.
- Industry demands will grow by 7% annually over the next five years.
- It is expected that the country's consumption of processed food will grow by 39% between 2016 and 2021.
- Due to these developments there will be an increasing demand for machinery together with the need for technologically advanced equipment.





Top 5  
visiting  
countries



The hub to Brazil and South America: ANUTEC BRAZIL is the leading supplier trade fair for the food industry on the Brazilian market. It covers the entire delivery chain of the food industry with a focus on processing, packaging, food safety and ingredients, as well as services and solutions in the animal protein section. The event unites all of the important players and offers the best prerequisites for building up sustainable business relations. The event excelled in 2018 by achieving considerable growth in the number of exhibitors and visitors, as well as in the amount of exhibition space. Make sure to take advantage of this opportunity!

### Use your market chances

- Brazil is one of the leading processors of foodstuffs worldwide, is the global market leader for the export of chicken and is the second largest consumer of beef. The demand for innovative technologies and solutions is therefore high.
- Ideal trade fair location: Curitiba is the home of the meat-processing industry, the Federal State Parana is the "agricultural powerhouse".
- Satisfied exhibitors: 86% were satisfied with the quality of visitors.\*
- Satisfied visitors: 97% were satisfied with the overall quality of the event, while 98% would recommend the fair to other relevant professionals.\*

\* Exhibitor and visitor survey at the trade fair in 2018





Focusing on food and beverages, ANUTEC - International FoodTec India offers excellent growth potential for all manufacturing segments, from ingredients to processing and production, through to packaging. As the most successful event of its kind, the trade fair sets the trends in a booming region and brings the "Who's who" of the industry together.

**51%**

international

**49%**  
from India



719 exhibitors, 31 countries

**91%**

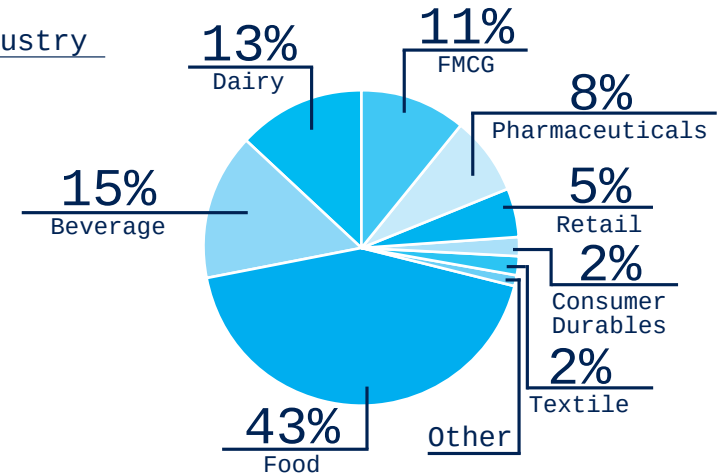
from India

**9%**  
international



21,069 visitors, 53 countries

Top industry sectors



### Use your market chances

- The Indian Food and Drink industry is one of the fastest growing industry sectors in India and is expected to grow at an encouraging rate of 20 % over the next five years.
- Investments are being made by various Indian and multinational companies to boost sales and build market share in the food processing industry. Such investments and increasing need for technological innovation are creating enormous sales opportunities for suppliers of the food and drink industry.

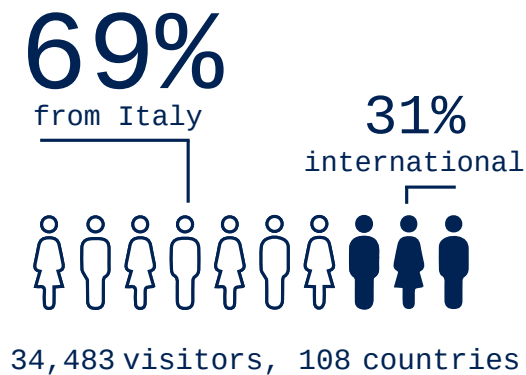
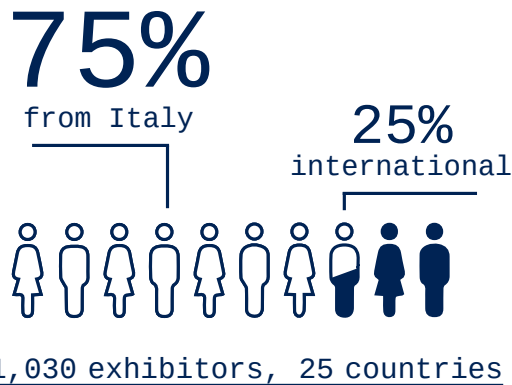


CIBUS TEC

THE INTERNATIONAL FOOD PROCESSING & PACKAGING EXHIBITION  
FROM THE HEART OF THE ITALIAN FOOD VALLEY

PARMA, ITALY  
22. – 25.10.2019  
EVERY THREE YEARS  
WWW.CIBUSTEC.COM

Top 5  
visiting  
countries



All solutions for all food and beverage industries under one roof: Cibus Tec reflects the entire spectrum of technologies, from ingredients to processing, from packaging to logistics. Established since 1939 and supported by the know-how and network of the organisers, Koelnmesse and Fiere di Parma (Cibus food exhibition), the trade fair is both a business platform and an innovation driver - for instance, the Cibus Tec Industry 4.0 demo lines and Cibus Tec Top Buyers Program.

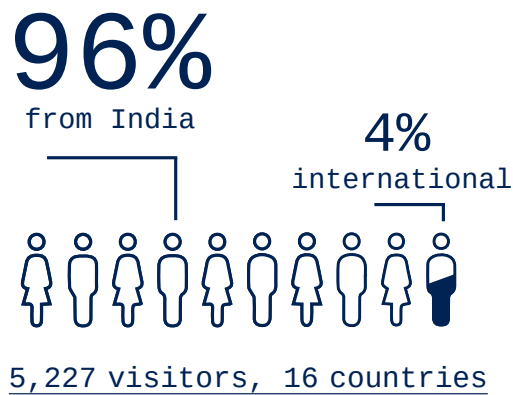
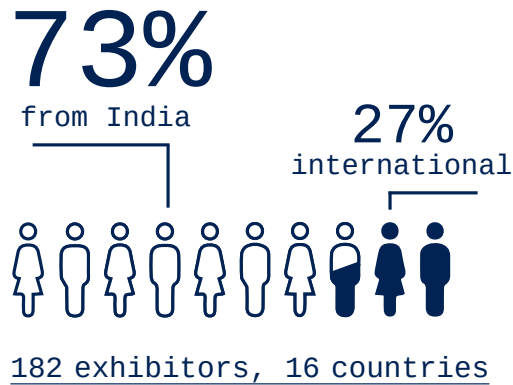
### Use your market chances

- Strategic location: Parma is at the heart of Italian food and foodtec production, with the highest density of companies from the food and foodtec segments.
- Unique opportunity: Cibus Tec is a unique chance to meet the Italian food industry. With a 2018 turnover of 140 billion Euro (with almost 33 from exports), the Italian food industry is the country's second largest manufacturing sector.
- The right targets: among its visitors, Cibus Tec gathers 500 top representatives of the Italian food industry, 30 of the 50 top global food industries and more than 3,000 top buyers.





The biennial India International Dairy Expo is the leading specialised trade fair, not only in India, but also in neighbouring countries. The show covers the entire spectrum of the dairy industry, from dairy farming, veterinary and processing through packaging, refrigeration and quality management to automation, logistics and dairy products. The exhibition is staged parallel with the conference organised by Indian Dairy Association (West Zone), which brings together the who's who of dairy fraternity.



## Use your market chances

- With an annual volume (2017-2018) of 176.3 million tons, the Indian dairy industry accounts for more than 13% of total global milk production.
- India is the world's leading producer and consumer of dairy products, and has seen growth of 15% CAGR for five consecutive years.
- The Indian Dairy Industry is witnessing continuous investments across various segments. Many global players are making a beeline for India. Increasing Indian consumption and the steady rise of per-capita demand for dairy products present a tremendous opportunity for investment and development to Indian dairy companies.

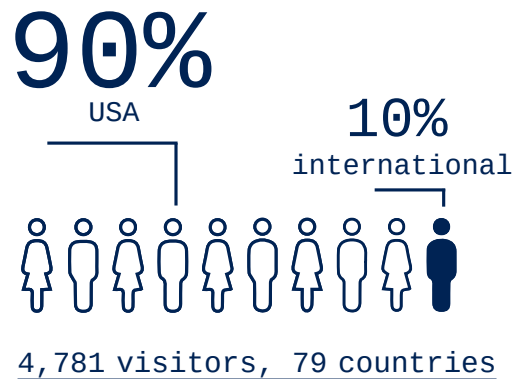
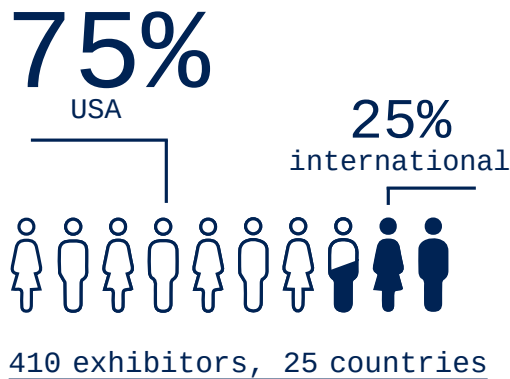
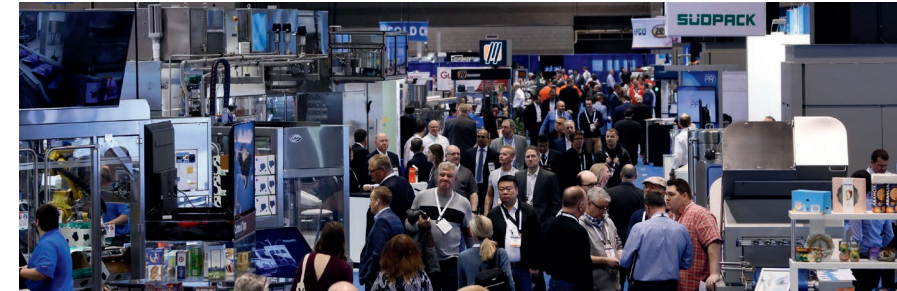
## Product segments

- Milk and milk products
- Processing and packaging equipment
- Dairy Farming & Farm Equipment
- Veterinary
- Cold chain management, distribution and logistics





ProFood Tech is the only supplier trade fair for the NAFTA region that represents the entire processing market for food and beverages. After a successful premiere in 2017, ProFood Tech 2019 continuously established itself in the NAFTA-market and convinced the high expectations of both industry and retail trade. In 2021, ProFood Tech will again be the no. 1 address for the food and beverage technology in the NAFTA region. Located in the largest food sales market in the world, the trade fair offers the exhibitors excellent opportunities for presenting their innovative technologies and solutions to the relevant buyers and decision-makers.



## Use your market chances

- The United States is the world's biggest food market, combining high quality demands with a huge spending capacity of the local food industry.
- ProFood Tech offers you an entry into the world's biggest food market with increased imports of Food and Beverage processing machinery from the EU into the USA by 19% during the period 2013 - 2017.

## Product segments

- Process Technology
- Filling and packaging technology
- Automation, data processing, controlling and control technology
- Food safety, quality management
- Plant equipment, environmental engineering, biotechnology
- Cooling and air condition technology
- Conveying, transport and storage installation, logistics
- Ingredients, auxiliary materials
- Components, assemblies, surface technology, accessories
- Service providers, organisations, publishers
- Dairy requirements, dairy products, dairy technology



WellFood Ingredients Summit is the unique business platform completely dedicated to functional and healthy ingredients for the food and nutraceutical industries in Brazil. The 2-day event includes a top level conference programme co-located with the exhibition area, which will provide an effective networking opportunity between supplying companies and professionals from the food, beverage and nutraceutical industries, who are searching for new products, technologies and trends.

99%

from Brazil

1%

international



2,000 visitors & 750 congressmen,  
9 countries

97%

from Brazil

3%

international



33 exhibitors, 2 countries



## Use your market chances

Brazil is well-positioned for a nutrition market boom

- Brazil is the fifth largest market in the world for healthy food and beverages, with 79% of consumers regarding health and nutrition as priorities.
- The Brazilian market for 'healthy eating food' grew from BRL 118 million (37 million U.S. dollar) to BRL 700 million (220 million U.S. dollar) between 2011 and 2016, accounting for more than 0.5% of total food industry revenues.
- 75% of the Brazilian population consumes a food supplement.

Source: Mintel Group, Euromonitor International research institute, ABIAD (Brazilian Association of Foods for Special Purposes and Similars)



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# KOELNMESSE: LEADING TRADE FAIRS FOR **FOOD** & **FOODTEC**. NO 1



MORE INFORMATION -  
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# FOOD

## Cologne



\* **Anuga**  
05.–09. October 2019  
Cologne, Germany  
The World's Leading Fair for Food & Beverage  
[www.anuga.com](http://www.anuga.com)



\* **ISM**  
02.–05. February 2020  
Cologne, Germany  
The Future & Heart of Sweets & Snacks  
[www.ism-cologne.com](http://www.ism-cologne.com)



\* **euvend & coffeena**  
29.–31. October 2020  
Cologne, Germany  
The international trade fair for vending & office coffee service  
[www.euvend-coffeena.com](http://www.euvend-coffeena.com)

## Global



\* **Alimentec**  
09.–12. June 2020  
Bogotá, Colombia  
The International Food, Beverage and Hospitality Trade Fair  
[www.feriaalimentec.com](http://www.feriaalimentec.com)



\* **Annapoorna – ANUFOOD India**  
29.–31. August 2019  
Mumbai, India  
India's International Food & Beverage Exhibition  
[www.anufoodindia.com](http://www.anufoodindia.com)



\* **ANUFOOD Brazil**  
09.–11. March 2020  
São Paulo, Brazil  
International Trade Show Exclusively for the Food and Beverage Sector  
[www.anufoodbrazil.com](http://www.anufoodbrazil.com)



\* **ANUFOOD China**  
15.–17. April 2020  
Shenzhen, China  
The Leading Food & Beverage exhibition for Southern China  
[www.anufoodchina.com](http://www.anufoodchina.com)



\* **THAIFEX – World of Food Asia**  
26.–30. May 2020  
Bangkok, Thailand  
International Trade Exhibition for Food & Beverage, Food Technology and Food Service in Asia  
[www.worldoffoodasia.com](http://www.worldoffoodasia.com)



\* **Wine & Gourmet Japan**  
15.–17. April 2020  
Tokyo, Japan  
International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference in Japan  
[www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com)



\* **yummex Middle East**  
29.–31. October 2019  
Dubai, UAE  
The Event for Sweets & Snacks Professionals  
[www.yummex-me.com](http://www.yummex-me.com)

# FOOD TECHNOLOGY

## Cologne



\* **Anuga FoodTec**  
23.–26. March 2021  
Cologne, Germany  
International Supplier Fair for the Food and Beverage Industry  
[www.anugafoodtec.com](http://www.anugafoodtec.com)



\* **ProSweets Cologne**  
02.–05. February 2020  
Cologne, Germany  
The International Supplier Fair for the Sweets and Snacks Industry  
[www.prosweets-cologne.com](http://www.prosweets-cologne.com)

## Global



\* **Andina Pack**  
19.–22. November 2019  
Bogotá, Colombia  
International Processing and Packaging Exhibition for the Food, Pharma and Cosmetic Industry  
[www.andinapack.com](http://www.andinapack.com)



\* **ANUTECH BRAZIL**  
26.–28. May 2020  
Curitiba, Brazil  
International Supplier Fair for the Meat and Protein Industries  
[www.anutechbrazil.com](http://www.anutechbrazil.com)



\* **ANUTECH – International FoodTec India**  
13.–15. September 2019  
New Delhi, India  
International Supplier Fair for the Food & Drink Industry  
[www.foodtecindia.com](http://www.foodtecindia.com)



\* **WellFood Ingredients Summit**  
April 2021  
São Paulo, Brazil  
International Functional Ingredients Summit, Nutraceuticals and Naturals  
[www.wellfoodsummit.com](http://www.wellfoodsummit.com)



\* **CIBUSTEC**  
22.–25. October 2019  
Parma, Italy  
The International Food Processing & Packaging Exhibition from the heart of the Italian Food Valley  
[www.cibustec.com](http://www.cibustec.com)



\* **IIDE – India International Dairy Expo**  
Spring 2021  
Mumbai, India  
International trade fair for dairy farming, processing, packaging, distribution and products  
[www.iideindia.com](http://www.iideindia.com)



\* **ProFood Tech**  
13.–15. April 2021  
Chicago, Illinois, USA  
THE Processing Event for Food & Beverage  
[www.profoodtech.com](http://www.profoodtech.com)

\* Please send me information on the trade fairs marked.

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

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COMPETENCE, VISIT OUR INTERNET SITE:

[WWW.GLOBAL-COMPETENCE.NET/FOOD](http://WWW.GLOBAL-COMPETENCE.NET/FOOD)

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VISIT THE RESPECTIVE HOMEPAGES

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