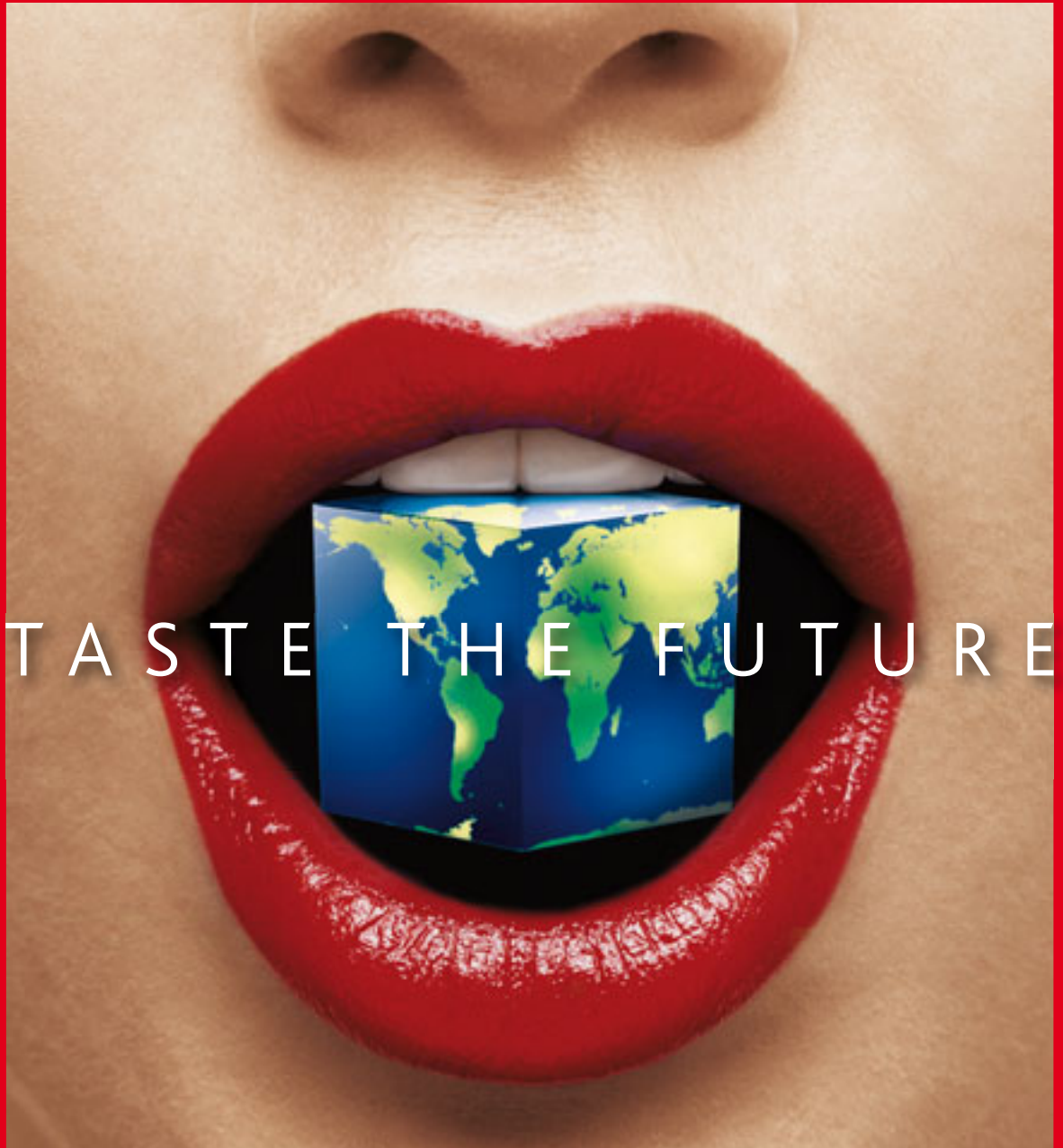




[www.anuga.com](http://www.anuga.com)

# anews



TASTE THE FUTURE

**New opportunities. New potential.**

10 specialized trade shows under one roof. Cologne, 10–14.10.09



## STRONG: THE POWER OF ANUGA!

There's no better food and beverage trade fair in the world than Anuga, according to over 90 % of the exhibitors and 95 % of the trade visitors.\* It makes Anuga the clear **number one**, and with good reason: no other trade fair brings together the entire global food industry in a single location, generating **new markets, new contacts and new potential** for you.

Anuga impressively confirmed its outstanding status in 2007: with **6,795 exhibitors from 95 countries and 163,384 visitors from 174 countries**, as well as the perfect environment.

- **for innovations:** two thirds of all exhibitors present their latest products at Anuga.\* This highly competitive spectrum offers the ideal platform to generate awareness of your range of products.

- **for intense contacts:** the top German and international decision-makers from the trade and the food service and catering market come to Cologne. Take advantage of the high decision-making authority of the visitors for contacts ranging from profitable discussions to tangible business deals.

- **for everything that moves the sector:** Anuga sets the trends and puts all the important topics in focus.

The unique global product range on offer at Anuga makes this fair the central communications and trade platform for the whole world of food and beverages. Nowhere else can you address all your relevant target groups so effectively.

\* Source: Anuga 2007 exhibitor and visitor survey.

## UNIQUE: THE BENEFITS OFFERED BY ANUGA'S LOCATION!

The most important food and beverage trade fair in the world requires the correct setting. The Cologne exhibition centre is one of the most attractive in Europe. Anuga took place in the new halls for the first time in 2007. **Exhibitors and visitors were delighted with the new level of quality and the expanded dimensions.** You too can profit from its unique benefits:

- Compact layout of the exhibition grounds and identically designed halls
- Spacious buildings
- Central Boulevard connecting the halls and enabling easy access to services
- Clear signposting system
- Four equal entrances
- Simple loading
- Fast stand construction
- State-of-the-art technology
- Modern catering facilities
- Located at the heart of the city
- InterCity Express (ICE) trains directly connect the Köln Messe/Deutz station with four international airports
- Ease of access via motorways and public transport

This platform will enable you to structure your trade fair presentation more successfully than ever before.



## EXCELLENT: THE ANUGA WINE SPECIAL 2009!

The premiere was a resounding success: at the **Anuga Wine Special 2007, 50 winemakers from ten countries presented more than 180 wines in a tasting area offering a wide variety of different wines.** The best wines received awards from an expert panel headed by World Champion Sommelier Markus Del Monego. The Wine Special in 2009, with wine seminars on diverse topics, will again be a highlight of Anuga Drinks. It will be the meeting point for suppliers, the trade and the catering sector – for good wine and good business.

## NEW: THE ENORMOUS POTENTIAL OF TURKEY!

In 2007, the first partner country of Anuga was Thailand. In 2009, Turkey will be presented as the market of the future. Here you'll experience completely new potential and sales opportunities. After all, **different countries offer different opportunities.**



**TURKEY**

Partner country of Anuga 2009

## NEW: BETTER SERVICE THAN EVER!

Your success will be determined not only by your presence at Anuga but also your **detailed preparations and follow-up activities**. We make it easy for you to set up, establish and cultivate contacts by means of our comprehensive media package. **It's the perfect service for your trade fair success:**

- **New: online catalogue** – visitors will find your range of products and your stand even more quickly and easily thanks to the refined exhibitor search.
- **New: online press compartments** – for your press texts, product descriptions and digital documents in unlimited quantities. This is how to present yourself as an expert supplier.
- **New: online route planner** – a new service for visitors, into which you are integrated with your data – company name, contact address, logo, product groups and stand location.
- **New: extended print catalogue** – you can additionally select a second entry in the list of products, enabling even more visitors to find you.
- **New: Mobile Exhibition Guide** – inclusion in the mobile navigation system for visitors. This enables your target group to find the way to you even faster.
- **New: Koelnmesse Service Portal** – everything is just a click away. Our new online ordering system now enables you to book all the services for your trade fair presentation from the electricity supply to decorative plants, easily and conveniently online.

**Benefit from all the opportunities to attract visitors' attention early on – for sustained success.**



## UNIQUE: 10 SPECIALIZED TRADE SHOWS UNDER ONE ROOF!

Anuga's specialized trade fair concept is consistently oriented toward your requirements and those of the market. Each one of the ten specialized trade shows offers the relevant sector a clear, independent profile – and is thus the ideal platform

for your products. The right decision-makers will find their way to you immediately. At the same time, you'll benefit from valuable synergies, because thematically related specialized trade shows are positioned directly next to each other.

### At a glance: all of Anuga's specialized trade shows!



#### Anuga Fine Food

Delicatessen products, gourmet food and staple foods



#### Anuga Drinks

Drinks



#### Anuga Chilled Food

Chilled food and fish



#### Anuga Meat

Meat, sausage, game and poultry



#### Anuga Frozen Food

Frozen food and ice cream products



#### Anuga Dairy

Dairy products



#### Anuga Bread & Bakery, Hot Beverages

Bread, baked goods, spreads and hot beverages



#### Anuga Organic

Organic products



#### Anuga CateringTec

Equipment for the food service and catering market



#### Anuga RetailTec

Technology and services for the retail trade

## BLAZING NEW TRAILS: THE TREND TOPICS IN THE SECTOR!

Anuga has an eye on the issues of tomorrow. Which trends will be relevant? Anuga blazes the trail, provides momentum and inspires the entire sector. Be a part of it!

Categorise yourself in one of the eight eye-catching trend topics and demonstrate your special expertise.

### At a glance: all of Anuga's trend topics!

- Organic products
- Gourmet products and regional specialties
- Health and functional food
- Private labels
- Kosher products
- Halal food
- Finger food
- Vegetarian products



## NEW: REGISTERING EARLY PAYS OFF!

If you register for Anuga 2009 before 31st October 2008, you will be charged a lower stand fee. Secure your place at the world's highest-profile food and beverage trade fair well ahead of time. **Visit our website at [www.anuga.com](http://www.anuga.com) for further information.**

By the way, almost 80%\* of all Anuga exhibitors are already planning to participate again in 2009. That's hardly surprising – if you miss out on Anuga, you miss out on success. Don't let that happen to you!

\* Source: Anuga 2007 exhibitor and visitor survey.



« We made a big mistake in hesitating so long to become exhibitors at Anuga. The many international contacts we made at Anuga were very valuable, particularly because they were almost exclusively trade visitors. »

Reymond H. Safft,  
BEST COFFEE COMPANY GmbH

« FMKN returned as an Anuga exhibitor following a long hiatus. We are delighted to have had the chance to welcome so many trade visitors from Germany and abroad to our stand. The quality of the visitors, but also the visitor turnout, ensured a successful trade fair! »

Ralf Lentwojt, head of Sales Management, MKN MASCHINENFABRIK KURT NEUBAUER GmbH & Co.

« Anuga 2007 was a great success for us. We definitely intend to take part in the fair in 2009. »

Wolfgang Heck, Sales Manager Professional Cooling Dometic WAECO International GmbH

« For years now, "Anuga Bread & Bakery, Hot Beverages" has been our top event for reaching trade visitors from Germany and abroad. Anuga enables us to optimally present our very varied product range while appealing to people from every area of interest and attracting new customers. »

Uta Westerholt, INTERCOOKIES,  
Gebäck- und Kuchenspezialitäten GmbH

« For Emmi, Anuga 2007 was once again an exciting opportunity to exhibit our innovative Swiss product concepts to specialist trade visitors. The trade fair allowed us to strengthen our existing business relationships and establish new contacts in a pleasant, concentrated format. We are very much looking forward to Anuga 2009. »

Guido Kälin, head of marketing, Emmi Schweiz AG

« For our company, Anuga is the most important export communication platform, the trade fair for introducing new products, attracting new customers and intensifying our existing customer relationships. »

Dirk Brünz, Management,  
Pfalzgraf-Konditorei GmbH

## IT'S UNANIMOUS: ANUGA IS CLEARLY NO. 1!

The exhibitors all agree: Anuga is the world's most important meeting place for the food and beverage sector.

« Anuga is the event we can always rely on to present our comprehensive selection of regional delicacies to a broad spectrum of trade visitors. We also use the event to showcase new product lines and the related innovative power of our company, as recently with the "Jambo Africa" brand. In addition, Anuga has continued to become more international in character, and its importance as an export platform has kept on increasing. »

Bernd Richter, Managing Partner,  
RILA Feinkost-Importe GmbH & Co. KG

« For us, Anuga in Cologne is an ideal platform for showing our strengths as a company that offers a full international range of sausages and meat specialities. It is the best fair in the world when it comes to presenting our great variety of goods to our customers in Germany and abroad. »

Dirk Wessels, head of Sales and Marketing,  
EG-Fleischwarenfabrik Dieter Hein

« The fair far exceeded our expectations. We engaged in many productive discussions with expert contacts and decision-makers from all target groups, German and international. The decision to take part in Anuga was absolutely right. »

Heinrich Brunner, head of Sales Germany,  
CONVOTHERM Elektrogeräte GmbH

« In terms of making the right potential new customers in Germany and abroad aware of our product BIONADE, Anuga Organic 2007 was the ideal event. The trade show was a complete success for our company. »

Peter Kowalsky, Bionade GmbH

« At a young company you have to carefully allocate your budget funds. We decided in favour of Anuga because it was the perfect platform for our company to present its products for the first time. The managers at Koelnmesse helped us to create a perfect exhibit, which produced very valuable contacts at the national and international levels. We will definitely return for the next Anuga. »

René Deutsch, General Manager, Yanick + Fée AG

« Anuga 2007 was a resounding success for us. As a market-leading producer of chilled juices, we were ideally placed in the innovative Chilled Food hall. »

Thilo Mann, Marketing Manager,  
FSP Frischsaft Beteiligung  
GmbH & Co. KG

« For Andechser Molkerei Scheitz, the sector leader among Germany's organic dairies, taking part in Anuga 2007 was a great success! Our company and its products attracted very strong interest on the part of trade visitors from Germany and abroad. We established many new customer contacts. »

Barbara Scheitz, ANDECHSER MOLKEREI SCHEITZ GMBH

« Kronenbrot is a large-scale bakery, and for us Anuga is the most important fair for doing business with customers from Germany and abroad. Each time we have exhibited at this event we have made valuable contacts that enable us to continually enter new sales markets. In addition to allowing us to maintain our contacts with existing customers, Anuga once again showed that it is a truly outstanding platform for gaining new customers. The high-ranking visitor structure and the large turnout of top decision-makers is unmatched. We will be exhibiting at the next Anuga! »

Wolfgang Mainz, Management, Kronenbrot KG

« The quality of visitors and exhibitors makes Anuga the best food show we have ever participated in. »

Solange Isidoro, Export Manager,  
Embare Industrias Alimenticias S.A.

« For RATIONAL, Anuga 2007 was a success in every respect. We made thousands of food industry contacts, which confirms the correctness of our trade fair strategy. Exports represent 80 % of RATIONAL's business, so Anuga is an important platform for us. »

Georg Westphal, Marketing Manager International, RATIONAL AG

« Anuga is one of the most important meeting places for our industry; we meet new potential customers, and most of our present customers are here – so it's a perfect place to catch up on current and future business. »

Hans Holm Kristensen, BU Manager,  
Region Middle East, Arla Foods

« Anuga 2007 was a big success for WMF. The number of visitors and the quality of the professionals who attended was particularly impressive. Also noteworthy was the significant increase of visitors from abroad. We're looking forward to Anuga 2009! »

Jürgen Felle, Sales Manager, Coffee Machines International,  
WMF Württembergische Metallwarenfabrik AG

« Our presentation at Anuga 2007 was very successful. With the range of products for the German and international markets, the revamping of our sponsoring strategy and the latest sales promotion activities conducted to date, Anuga was used primarily as a platform for our international customers. We engaged in many very productive discussions with business partners from all over the world. And our German customers also responded very positively to the invitation to come to Cologne. In addition, the Warsteiner Group was one of the few beer sector companies at this leading international trade fair – and the only brewery with international operations present at this sector event! »

Christoph Hermes, head of Corporate Communications, the Warsteiner Group

« The clear focus on the sector generated a positive response on the part of customers and exhibitors alike. »

Werner Gerdes, Managing Director  
Vertrieb, RIHA

« Anuga 2007 far exceeded our expectations. All the exhibitors and customers were very satisfied in particular by the "Visions of Cooking" programme organised by the Hörstke company, where renowned companies from the large-scale catering segment presented at a joint stand. Based on this positive response, we are already fully confident about taking part in Anuga 2009. »

Lars Urban, Regional Manager for West Germany, warewashing technology, large machines and equipment,  
MEIKO Maschinenbau GmbH & Co. KG

« From our point of view, our participation in Anuga Dairy 2007 was an absolute success. It's an ideal platform for meeting our existing customers from all over the world and addressing prospective customers. »

Andreas Schneider, Managing Director Marketing/Sales, Hochwald Nahrungsmittel-Werke GmbH