

SUPPORTING PROGRAMME

FRIDAY, 9th October 2009

Friday, 9th October 2009
10:00 a.m. Food Forum Poland

🗣️ German

(The event is subject to a fee – registration is required)

The food trade in Poland – opportunities in a dynamic food market

One of the most exciting markets in Europe is the food trade in Poland. Here, an especially diverse retail trade with domestic and foreign concepts – from large-scale supermarkets to convenience stores – satisfies the needs of consumers who are interested in innovative products and concepts. The varied market is creating both opportunities and challenges for retailers and brand-name producers from Germany and Europe. And here, only those with an in-depth knowledge of how the market works will be successful.

These considerations will be addressed at the Food Forum Poland of the Lebensmittel Praxis Verlag publisher, which will take place on 9th October 2009 – the day prior to Anuga – at Koelnmesse. Under the title "The food trade in Poland – opportunities in a dynamic food market", experts from Germany and Poland will highlight the structures of this market. Representatives from domestic and foreign trading companies, as well as German and international brand-name producers will report on their experiences in Poland. In addition, high-ranking speakers will talk about the requisite conditions for participating in the Polish market and important aspects that must be observed upon entering the market.

This forum is being sponsored by the German and Polish retail trade publications of the Lebensmittel Praxis Verlag: *LEBENSMITTEL PRAXIS*, *Convenience Shop* and *Widomosci Handlowe*, and Koelnmesse.

Venue: Congress Centre North, Rheinsaal, sections I+II

Organiser:

Koelnmesse GmbH and LPV-Lebensmittel Praxis Verlag Neuwied GmbH · Regina Kofler · Am Hammergraben 14 · 56567 Neuwied · Germany · Tel. +49 (0)2631-879194, · fax +49 (0)2631-879205 · r.kofler@lpv-verlag.de · www.lpvnet.de

Friday, 9th October 2009
6:00 p.m. Anuga Executive Summit

🗣️ Simultaneous German/English interpreting
(by invitation only)

Corporate social responsibility

Welcome

Word of welcome: Dierk Frauen
President of the Federal Association of the

German Retail Grocery Trade (BVL)

Official opening by host: Alan McClay, Managing Director The Consumer Goods Forum

Corporate social responsibility

... from the viewpoint of the trade
Alain Caparros, CEO REWE, Germany

... from the viewpoint of industry
Matthias Berninger, Global Head of Public Policy, Mars Inc.

Venue: Theatre at the Tanzbrunnen (Rheinterrassen)

Followed by a sector get-together and dinner, beginning at 8:00 p.m.
(by invitation only)

Organiser:

Federal Association of the German Retail Grocery Trade (BVL), Berlin
Federal Association of the German Food Industry (BVE), Berlin
The Consumer Goods Forum, Paris · Koelnmesse GmbH, Cologne

SATURDAY, 10th October 2009

Saturday, 10th October 2009

All day: Anuga Wine Special 2009 – Seminars

🔊 German or English



You can listen to informative and exciting presentations on numerous wine topics at the Anuga Wine Special's seminar room, complemented by the presentation of a range of sommeliers' tips for caterers and dealers who are interested in wine. The programme will be organised and accompanied by Markus Del Monego (MW), Sommelier World Champion of 1998 and other top sommeliers.

Topics will include "Glasses and wine – How the shape of a glass influences our sense perceptions of wine"; "Sensory properties of wine – Practical explanations related to the key issue of taste. Find out how the professionals taste wine"; "Grand Crus from Germany – Great wines from Germany are no longer rarities."; "Bordeaux: The other world – Bordeaux is synonymous with outstanding wines. But as well as the legendary châteaux, there are a whole host of unknown yet first-class wines" etc.

Venue: Hall 7, Stand E050/F059

Veranstalter:

caveCo GmbH und Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Deutschland · Tel. +49 (0)221 821-3618, Fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Saturday, 10th October 2009

All day: Made in Germany – Modern German Cuisine meets Global Markets

🔊 Simultaneous German/English interpreting



Under the motto "Made in Germany – Modern German Cuisine meets Global Markets", the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the Federation of German Food and Drink Industries (BVE) will be presenting events connected with regional German cuisine and with international markets for German food and drink products.

11:30 a.m., 3:30 p.m. and 4:30 p.m.: New German Cuisine – Showcooking

German cuisine is more than sauerkraut and sausages. Our star chef will prove this by cooking specialities from German regions and giving you important background information about selected German products. Get ready to enjoy a range of enticing dishes!

12:00 a.m. noon and 4:00 p.m.: Meet the German Regions

Do you know the German Federal States and their specialities? Gain a fascinating insight into the culinary map of Germany from successful company leaders.

1:00 p.m.: Fusion Cuisine – Showcooking

German food can be combined with products from other countries to excellent effect. The secret's out! Be inspired by a wealth of new ideas for your product range.

2:00 p.m.: Country Forum – France

Agriculture attachés from German embassies will join forces with food market experts in a number of forums to provide valuable information on dynamic foreign markets for the German food industry. They will also be available for face-to-face discussions. Expect interesting presentations and practice-oriented help for opening up new markets.

3:00 p.m.: BVE Red Sofa – Food Talk

What's new! Get inside stories from successful food and drink company leaders and from the food retailing sector. Learn all about current trends and strategies in the food sector when the leaders are interviewed by the "Lebensmittel Zeitung" on the Red Sofa.


Venue: Hall 10.2, Stand A040-C049

Organiser:

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) · Gabriele Heimbach · Rochusstraße 1 · 53123 Bonn · Germany · Tel.: +49 228 99529-3458 · n3@bmelv.bund.de and Federation of German Food and Drink Industries (BVE) · Hilde Traut · Claire-Waldoff-Straße 7 · 10117 Berlin · Germany · Tel.: +49 30200786-152 · Fax: +49 30200786-166 · htraut@bve-online.de

Saturday, 10th October 2009

10:00 a.m.: Opening event

 Simultaneous German/English interpreting
(by invitation only)

Official opening of Anuga 2009 by

Venue: Congress Centre East, Congress-Saal

Organiser:

Federal Association of the German Retail Grocery Trade (BVL), Berlin
Federation of German Food and Drink Industries (BVE), Berlin
The Consumer Goods Forum, Paris · Koelnmesse GmbH, Cologne

Saturday, 10th October 2009

12:00 a.m. noon: "Korea National Food Cluster" Investment Seminar (*hosted by Korean Ministry for Food and Agriculture*)

🔊 Simultaneous interpreting from Korean into German and English
(registration is required; there is no registration fee)

You are cordially invited to participate at the "Korea National Food Cluster Investment Seminar", which will take place on the opening day of the ANUGA 2009. Hosted by the Korean Ministry for Food and Agriculture, this event serves as a platform to gain valuable information on the development plan and direction of the Korea National Food Cluster, which is located in Jeonbuk Province in the southwest of South Korea.

The NFC will serve to establish Korea as a technological, industrial and research-oriented hub for food in Northeast Asia. It possesses of a wide range of renowned R&D institutes and international food companies and to round things off the Korean Ministry for Food and Agriculture lends its full support to the NFC initiative.

In the course of the world's most important fair for food and beverages, we cordially invite you to this investment seminar, including free lunch. This event provides your organization with the opportunity to detect new business opportunities in Northeast Asia. By participating in this seminar you will be in the company of leading German as well as international stakeholders in the industry.

We are looking forward to meeting you at the seminar, which will enable participants to meet and exchange valuable experiences.

Your benefits:

- Get exclusive access to one of the most promising development projects in South Korea
- Use the opportunity for comprehensive Q&A with the NFC's decision-makers
- Networking with major stakeholders in the global food industry
- Expand your current business activities by utilizing the concrete advantages of this unique cluster initiative

12:00 – 12:20 a.m.: Registration
12:30 – 12:40 a.m.: Korea National Food Cluster Promotion Video
12:40 – 12:50 a.m.: Opening Remarks & Congratulatory Address
12:50 a.m. – 1:45 p.m.: Luncheon & Networking
1:45 – 2:10 p.m.: Korea National Food Cluster Investment Presentation
2:10 – 2:30 p.m.: Q&A

Venue: Congress Centre North, Rheinsaal, section 3-5

Organiser:

The European Union Chamber of Commerce in Korea · Jun-Suk Lee · 21st Fl., Hotel Kukdo #310
Euljiro 4-ga, Jung-gu · Seoul 100-849 · Korea · Tel. +82 2 6328 5004 (Dir)· fax +82 2 725 9950 ·
eusme@eucck.org

Saturday, 10th October 2009

2:00 p.m.: German-Turkish Business Day

🔊 German

Venue: Congress Centre East, Congress-Saal

Organiser:

Turkish-German Chamber of Industry and Commerce · Opladener Strasse 8 · 50679 Köln · Germany
· www.td-ihk.de

Saturday, 10th October 2009

6:00 p.m.: German Traders' Night – Meet the German Food Exporters

 German

(by invitation only)

GERMAN TRADERS NIGHT

Food and drinks from Germany have a long tradition of innovation, top quality and compliance with the highest safety standards.

At the 2nd German Traders' Night at Anuga 2009, we will demonstrate to you the creativity and diversity of German products in an exclusive setting. Come and join us, and meet the German food exporters!

This outstanding networking event enables guests from the international food trade and professionals from leading companies in the German food sector to meet during the presentation forum and in the communication-focused get-together under the motto "Food Made in Germany."

Find new inspiration for your next selection of delicious food, strengthen your business relationships, and make new contacts in a laid-back atmosphere. Let yourself be surprised by contemporary German cuisine!

Programme

6:00 p.m. Welcoming reception – guests arrive

6:30 p.m. Welcoming remarks: Koelnmesse

Top products for the international market – Export opportunities for German food products

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV)

Federation of German Food and Drink Industries (BVE)

Global trends in the food market

Rabobank International, Frankfurt

REAL_ISE Strategic Consultants

Moderation: Lebensmittel Zeitung

7:45 p.m. Get-together "Food Made in Germany"
German anuga exhibitors meet international guests

With kind support from Rabobank, Lebensmittel Zeitung and Stockfood.

Venue: Congress Centre West, Kristallsaal

Organiser:

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) · Gabriele Heimbach ·
Rochusstraße 1 · 53123 Bonn · Germany · Tel.: +49 228 99529-3458 · n3@bmelv.bund.de and
Federation of German Food and Drink Industries (BVE) · Hilde Traut · Claire-Waldoff-Straße 7 ·
10117 Berlin · Germany · Tel.: +49 30200786-152 · Fax: +49 30200786-166 · htraut@bve-online.de

SUNDAY, 11th October 2009

Sunday, 11th October 2009

All day: Drinks trend forum

🔊 Simultaneous German/English interpreting



Trend researchers from the "Zukunftsinstitut" (Institute of the Future), which is headed by renowned futurologist Matthias Horx, and sector experts will address the latest trends from the beer, non-alcoholic drinks, wine and spirits segments and present them in sector-specific special forums. The presentations will be accompanied by information on current market research results and discussion forums with expert exhibitors.

There will also be events in the halls – experience the future of drinks through exciting displays at Anuga Drinks.

11:00 a.m. Topic: beer
1:00 p.m. Topic: wine
3:00 p.m. Topic: spirits
5:00 p.m. Topic: non-alcoholic drinks

Venue: Congress Centre North, Rheinsaal, sections I+II

Organiser:

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Sunday, 11th October 2009 **HAS NOT YET BEEN CONFIRMED!!!**

All day: International Conference “World of Halal Science, Industry and Business -ANUGA 2009” (WHASIB-ANUGA 2009)

🔊 English

08.30 – 09.00 a.m. Registration

09.00 – 09.15 a.m. Opening Ceremony

Chairman: Mr. Kobsak Sabhavas, the Deputy Prime Minister, Kingdom of Thailand (waiting)

Co-chairman: Mr. Fritz Schramma, Lord Mayor of Cologne, Germany

(waiting)

- 09.15 – 09.30 a.m. Opening Remark: Halal Food Security for All
Mr. Kobsak Sabhavas, the Deputy Prime Minister and Chairman of
Thailand Board of Halal Trade and Business Development (waiting)
- 09.30 – 09.50 a.m. Keynote: Halal Science & Technology for Benefit of Global Food
Industry
and Trade
Dr. Khunying Kallaya Sophonpanich, Minister of Science and Technology,
Kingdom of Thailand (confirm)
- 09.50 – 10.10 a.m. Speech: Untapped Potential of Global Halal Food Trade –
ANUGA's Experience
Mr. Peter Grothues, Koelnmesse ,Germany (confirm)
- 10.10 – 10.40 a.m. Report: Global Halal Food Trade – The Matters of What..Where..When..
&
How?
Dr. Winai Dahlan, The Halal Science Center Chulalongkorn University
(Thailand) (confirm)
- 10.40 – 11.00 a.m. Herbal tea break
- 11.00 a.m. –
12.30 p.m. Halal Science Symposium – Significance of Science & Technology in
Assuring Halal Food Products Integrity and Safety
Mr. Darhim Hashim, IHI Alliance (Malaysia) (confirm)
Dr. Ekarin Saifa, The Halal Science Center (Thailand) (confirm)
Dr. Phillipp Bogner, Zugseil Group (Switzerland) (confirm)
Mr. Ahmet Kurter, Turkish Standard Institution (Turkey) (waiting)
Moderator: Dr. Akkharawit Kanjana-Opas, Prince of Songkla University
(Thailand) (confirm)
- 12.30 – 1.30 p.m. Lunch
- 1.30 – 3.00 p.m. Halal Agro-Industry Symposium – Building Capacity and Quality of
Industrialized Halal Food Products for High-End Market
Dr. Audra Devies, Nutrilite Health Institute (USA) (waiting)
Dr. Archava Taolanon, CP Group (Thailand) (waiting)
Mr. Othman Yusoff, Nestlé Malaysia (Malaysia) (waiting)
Moderator: Mr. Badreddin Hawari, Islamic Centre Aachen (Germany)
(waiting)
- 3.00 – 3.15 p.m. Herbal tea break
- 3.15 – 4.45 p.m. Halal Business Symposium – Conquering Global Halal Meat and Poultry
Markets: Countries' Experiences
Mr. Nizar El Ghandour, Brazilian Islamic Center of Halal Food Stuff (Brazil)
(confirm)
Dr. Sirajuddin Qureshi, Hind Group (India) (waiting)
Representative, Aldi Nord (Germany) (waiting)
Moderator: Mr. Cemil Hakan Kilic, Istanbul Chamber of Commerce (Turkey)
(waiting)
- 4.45 – 5.00 p.m. Closing Ceremony

Venue: Congress Centre West, Kristallsaal, section I

Organiser:

Expolink Global Network Ltd. · B.B. Building 10th #1007 Sukhumvit 21 Rd.,(Asoke) Klongtoey Nua,

Sunday, 11th October 2009,

All day: The Third German-Turkish Food Business Forum — Entering new markets

🔊 German/simultaneous interpreting into Turkish

"Making friends through food"

Turkish products, markets and trends — Food platform for German-Turkish business partners

DTFOOD is the most important sector meeting for the German-Turkish consumer goods sector, presenting the opportunities and potential that cooperative trading can bring to the creation of future added value.

Economic relations between Turkey and Germany have for many decades been lively and diverse. One of the most promising areas here is the food industry. Turkish people are famous for their hospitality and this is also reflected in their food. Anuga's partner country in 2009 will be Turkey, a nation renowned not only for its outstanding cuisine but also for its strong agricultural and food industries.

During Anuga 2009, Turkey will be providing a wealth of information about its broad spectrum of products and its strong performance throughout the food sector. Current consumer trends in Germany's ethnic Turkish community will be presented. Expert speakers from Germany and Turkey will report on successful strategies for positioning and marketing Turkish products in the retail and wholesale trades.

More added value can only be generated in the future through committed partnerships and targeted cooperation. ANUGA/DTFOOD is the best place to find the right partners and start successful collaborations.

- 11:00 a.m. Welcoming remarks & opening keynote address with VIPs
Oguz Evler, Initiator of the German-Turkish FoodForum (DTFOOD)
- 11:30 a.m. Challenges for Turkish-German trade
- 11:45 a.m. Pole position
- 12:15 p.m. Sales markets, target groups, consumer trends
- 12:45 p.m. Company initiative DTFOOD
- 1:00 p.m. DLG award for Turkish products
- 1:15 p.m. Conclusion with live entertainment and networking

Venue: Congress Centre East, Offenbachsaal

Organiser:

O ́evler | MARKA Marketing & Production GmbH · Burgstr. 13 · 50189 Heppendorf · Germany ·
Tel.: +49 (0) 2271.804415 · Fax: +49 (0) 3212.1047371 · www.dtfood.org · www.dtfood.de · e-mail: dtfood@marka.de.com · For sponsoring: post@marka.de.co

Sunday, 11th October 2009

10:00 a.m.: Produktrückruf – muss nicht zur Krise werden

🔊 German

Manufacturers and distributors of food and beverage products are increasingly faced with contamination causing higher risks for recalls. How can you protect your company against this

risk? What entrepreneurs need to be aware of are the immediate implications of a recall on company profits and, as a result of extensive media coverage, the long term damage to the brand name as consumers lose confidence in the product. We give you comprehensive answers to these questions in order to take away possible uncertainties concerning the danger of recalls.

As the market leader in this field Nassau Insurance offers special tailor made insurance concepts to its customers. Through our expandable modular system we are able to meet your specific individual needs.

Speaker: Marco Henrique, Abteilungsleiter Krisenmanagement Deutschland, Nassau Versicherungen


Venue: Congress-Centre East, Blauer Salon

Organiser:

Koelnmesse GmbH and Nassau Versicherungen, Niederlassung Deutschland der Nassau Verzekering Maatschappij N.V. · Im MediaPark 5 · 50670 Köln · Tel. +49 (0)221 16795-0 · info-de@nassau.eu · www.nassauversicherungen.de

Sunday, 11th October 2009

11:00 a.m.: Product recall does not have become a crisis

 English

Manufacturers and distributors of food and beverage products are increasingly faced with contamination causing higher risks for recalls. How can you protect your company against this risk? What entrepreneurs need to be aware of are the immediate implications of a recall on company profits and, as a result of extensive media coverage, the long term damage to the brand name as consumers lose confidence in the product. We give you comprehensive answers to these questions in order to take away possible uncertainties concerning the danger of recalls.

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Speaker: Han Versantvoort, Underwriter Crisis Management Rotterdam, Nassau Verzekeringen

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Sunday, 11th October 2009

11:00 a.m. Centre of Expertise for Organic Products

Himalayan salt

 Simultaneous German/English interpreting

Crystalline salt from the foothills of the Himalayas is probably the oldest natural salt on earth (500 million years old). It is extracted using traditional methods and is free of environmental pollutants from industrial or other human origins. It has a fine, mild bouquet and is renowned as 100%

natural gourmet salt.

Wagner Life Design is an IFS-certified, organic-certified food company that has been producing this salt for a decade in Kashmir (Pakistan), in accordance with the highest quality standards, and selling it worldwide.

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and WAGNER LIFE DESIGN GmbH & Co KG · Cornelia Wagner · Harkortstr. 79, Tor 41 · 22765 Hamburg · Germany · Tel. +49 (0)40 - 39 55 21, fax +49 (0)40 - 39 06 04 7 · www.wagnerdesign.de · <mailto:kjholstein@comshop-cc.com>

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Sunday, 11th October 2009

12:00 a.m. noon: emarket.com launched in September 2009 – The first total solutions online trading platform for buyers and sellers to connect and trade across the globe!

 English

Emarket.com is a pioneering online trading platform that creates growth opportunities for both manufacturers, wholesalers and retailers. Emarket offers a total solutions online exchange for the Fast Moving Consumer Goods Industry.

MANUFACTURERS BENEFIT:

emarket enables small to medium manufacturers and other sellers to get their products in front of big retail decision makers, reducing the need for costly field sales teams. Their product is marketed to a growing audience of retailers and other buyers.

RETAILERS BENEFIT:

emarket simplifies sourcing, enabling small to medium retailers and other buyers to access local, national and international manufacturers of all sizes, thereby increasing their access to product, global variety, spot deals, residual stock and competitive pricing. emarket takes care of all the logistics, door to door delivery, verifying of members and deals and quality control.

Speaker: Ravi Sharma, joint founder and director of Emarket.com


Venue: Congress Centrum Ost, Europasaal

Organiser:

Emarket.com GmbH · Jacqui Teixeira · Tel. + 351 291 005 512 · fax + 351 291 000 201 · jacqui@emarket.com · www.emarket.com

Sunday, 11th October 2009

1:00 p.m.: Product recall does not have become a crisis

 English

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Sunday, 11th October 2009

2:00 p.m.: Modern and healthy nutrition for athletes and consumer (includes tasting session)

 German

Germany is in football euphoria: in 2011, the world's best women footballers will visit Germany. Active and retired women footballers will be present at this year's Anuga. The nutritionist Günter Wagner (Institute for Sport Nutrition, Bad Nauheim) will discuss the importance of contemporary forms of nutrition for athletes and consumers with representatives from German women's football (includes a tasting session).

Sandra Minnert, who has been an international player and world champion 136 times, knows from her own experience that today fitness food must taste good and be quick to prepare, as well as being healthy.

At the Healthy Eating Initiative stand, women footballers will explain how top athletes eat, what their personal food plan looks like and how to apply this information as a non-professional.

Together with Günter Wagner (Institute for Sport Nutrition), famous women footballers and athletes will discuss healthy fitness and sport nutrition. Using appliances from Tefal's range of Vita products, the nutrition coach Reinhard-Karl Üblacker will cook, live at the stand, low-fat and tasty meals that are easy to prepare.


Venue: Hall 10.2, Stand F034

Organiser:

Healthy Eating Initiative (Initiative GESUND GENIESSSEN) · Groupe SEB Deutschland GmbH · Tel: +49(0)69 · 8504 – 233 · lhartung@de.groupeseb.com

Sunday, 11th October 2009

5:00 p.m.: Dairy unlimited 2009 – Opportunities and benefits!

 Simultaneous German/English interpreting

The Anuga get-together for the international dairy industry

The international dairy industry uses Anuga Dairy to impressively demonstrate its capabilities. What's more, the Sunday evening get-together gives participants the chance to talk to other sector representatives and make new contacts. Here, top decision-makers from trade and industry discuss the promising outlook for the sector.


Venue: Congress Centre East, Congress-Saal

Organiser:

Koelnmesse GmbH, in cooperation with MIV · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Sunday, 11th October 2009

6:00 p.m.: Frozen Food 2009 and presentation of the Golden Ice Crystal 2009

 Simultaneous German/English interpreting

Sector evening exclusively for the frozen food segment

Jointly organised by the German Institute for Frozen Products (dti), the publication *Quick Frozen Foods International* (QFFI), the publisher Lebensmittel Praxis (LP) and Anuga, the event will bring together top-ranking decision-makers from trade, industry, logistics and the food service and catering market. Following a compact congress programme, the magazine *Quick Frozen Foods International* will be presenting the Golden Ice Crystal to outstanding individuals from the sector. The participants will subsequently meet for a sector talk.

Venue: Congress Centre East, Offenbachsaal

Organiser:

dti – German Institute for Frozen Products, *Quick Frozen Foods International*, LPV-Lebensmittel Praxis Verlag Neuwied GmbH, and Koelnmesse GmbH · Tel. +49 (0)221-8 21 36 18, · fax +49 (0)221- 8 21 2792 · a.krause@koelnmesse.de

MONDAY, 12th October 2009

Monday, 12th October 2009

All day: Drinks trend forum

🔊 Simultaneous German/English interpreting



Trend researchers from the "Zukunftsinstitut" (Institute of the Future), which is headed by renowned futurologist Matthias Horx, and sector experts will address the latest trends from the beer, non-alcoholic drinks, wine and spirits segments and present them in sector-specific special forums. The presentations will be accompanied by information on current market research results and discussion forums with expert exhibitors.

There will also be events in the halls: Experience the future of drinks through exciting displays at Anuga Drinks.

11:00 a.m. Topic: non-alcoholic drinks

1:00 p.m. Topic: beer

3:00 p.m. Topic: wine

5:00 p.m. Topic: spirits

Venue: Congress Centre North, Rheinsaal, sections I+II

Organiser:

Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Monday, 12th October 2009

All day: Anuga Wine Special 2009 – Seminars

🔊 German or English



You can listen to informative and exciting presentations on numerous wine topics at the Anuga Wine Special's seminar room, complemented by the presentation of a range of sommeliers' tips for caterers and dealers who are interested in wine. The programme will be organised and accompanied by Markus Del Monego (MW), Sommelier World Champion of 1998 and other top sommeliers.

Topics will include "Glasses and wine – How the shape of a glass influences our sense perceptions of wine"; "Sensory properties of wine – Practical explanations related to the key issue of taste. Find out how the professionals taste wine"; "Grand Crus from Germany – Great wines from Germany are no longer rarities."; "Bordeaux: The other world – Bordeaux is synonymous with outstanding wines. But as well as the legendary châteaux, there are a whole host of unknown yet first-class wines" etc.

Venue: Hall 7, Stand E050/F059

Organiser:

caveCo GmbH and Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Deutschland · Tel. +49 (0)221 821-3618, Fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Monday, 12th October 2009

All day: Made in Germany – Modern German Cuisine meets Global Markets

🔊 Simultaneous German/English interpreting



Under the motto "Made in Germany – Modern German Cuisine meets Global Markets", the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the Federation of German Food and Drink Industries (BVE) will be presenting events connected with regional German cuisine and with international markets for German food and drink products.

10:30 a.m., 11:30 a.m., 3:30 p.m. and 4.30 p.m.: New German Cuisine – Showcooking
German cuisine is more than sauerkraut and sausages. Our star chef will prove this by cooking specialities from German regions and giving you important background information about selected German products. Get ready to enjoy a range of enticing dishes!

11:00 a.m. and 3:00 p.m.: BVE Red Sofa – Food Talk
What's new! Get inside stories from successful food and drink company leaders and from the food retailing sector. Learn all about current trends and strategies in the food sector when the leaders are interviewed by the "Lebensmittel Zeitung" on the Red Sofa.

12:00 a.m. noon and 4:00 p.m.: Meet the German Regions
Do you know the German Federal States and their specialities? Gain a fascinating insight into the culinary map of Germany from successful company leaders.

1:00 p.m.: Fusion Cuisine – Showcooking
German food can be combined with products from other countries to excellent effect. The secret's out! Be inspired by a wealth of new ideas for your product range.

2:00 p.m.: Country Forum – Japan
Agriculture attachés from German embassies will join forces with food market experts in a number of forums to provide valuable information on dynamic foreign markets for the German food industry. They will also be available for face-to-face discussions. Expect interesting presentations and practice-oriented help for opening up new markets.

Venue: Hall 10.2, Stand A040-C049

Organiser:

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) · Gabriele Heimbach · Rochusstraße 1 · 53123 Bonn · Germany · Tel.: +49 228 99529-3458 · n3@bmelv.bund.de and Federation of German Food and Drink Industries (BVE) · Hilde Traut · Claire-Waldoff-Straße 7 · 10117 Berlin · Germany · Tel.: +49 30200786-152 · Fax: +49 30200786-166 · htraut@bve-online.de

Monday, 12th October 2009,

9:00 a.m. to 2:00 p.m.: The Third German-Turkish FoodForum DTFOOD 2009

DTFOOD topic of the day: "Markets and concepts of tomorrow"

10:30 a.m. Forum I (Ankara)
🔊 German/simultaneous interpreting into Turkish
DTFOOD — Generating momentum for Turkish progress

11:15 a.m. Forum II (Istanbul)
🔊 German/simultaneous interpreting into Turkish
How can Turkish products penetrate the market more successfully in the

future?

- 12 noon Forum III (Kayseri)
🗣️ Turkish/simultaneous interpreting into German
Convenience food: Quality assurance through the umbrella brand concept —
TURKFARM (Turkish Quality)
- 12:45 p.m. Forum IV (Izmir)
🗣️ German/simultaneous interpreting into Turkish
How can Turkish-German supermarkets be profitable in the future? —
Is franchising a model for success?
- 1:35 p.m. Conclusion & get-together / networking

Venue: Congress Centre West, Kristallsaal, Salon Allegro

Organiser:

O'evler | MARKA Marketing & Production GmbH · Burgstr. 13 · 50189 Heppendorf · Germany ·
Tel.: +49 (0) 2271.804415 · Fax: +49 (0) 3212.1047371 · www.dtfood.org · www.dtfood.de · e-
mail: dtfood@marka.de.com · For sponsoring: post@marka.de.com

Monday, 12th October 2009

9:30 a.m.: Creating a sustainable fish market – but how?

🗣️ Simultaneous German/English interpreting

Presentation and panel discussion for buyers of the trade

With some of the world's fish stocks in a critical condition, the food trade and fish sector fully recognize their responsibility. Together they are organizing voluntary initiatives to promote sustainable fishing. These initiatives include the further organization of more exact catch region labelling and a database of scientific findings to help assess current stock levels. Both initiatives complement each other and are specifically designed to help trade buyers purchase fish from sustainable fishing operations in a targeted manner.

After a welcoming address by Dierk Frauen, President of the Federal Association of the German Retail Grocery Trade (BVL), Dr. Matthias Keller from the Fish Information Centre (FIZ) and Dr. Christopher Zimmermann from the Johann Heinrich von Thünen Institute (vTI – one of four German federal research institutes), will give introductory presentations and keynote speeches on industry initiatives. Afterward, representatives of various links in the value chain (Kai-Arne Schmidt from Kutterfisch Zentrale, Jürgen Marggraf from Frosta, Jürgen Matern from the Metro Group and Peter Koch-Bodes from Fischfachhandel), will discuss and present ways to create sustainable fishing with scientific experts (vTI) and Dr. Iris Menn from Greenpeace. Werner Prill will host the discussion.

Venue: Congress Centre West, Kristallsaal, Section II

Organiser:

Federal Association of the German Retail Grocery Trade (BVL) · Am Weidendamm 1 A · 10117
Berlin · Germany · Tel.: +49 (0)30/72 62 50 80 · Fax: +49 (0)30/72 62 50 85 · bvl@einzelhandel.de ·
www.lebensmittelhandel-bvl.de

Monday, 12th October 2009,

10:00 a.m.: The EURRECA Network of Excellence Presents a *FREE* workshop for SMEs: The Money Making Magic Of Micronutrients..

🔊 English

(Free participation; registration is encouraged)

Time: 90 minute Micronutrient Power Workshop

The EURRECA Network of Excellence addresses variation in European micronutrient recommendations

The EURRECA (EUROpean micronutrient RECommendations Aligned) Network of Excellence *has been established to address these discrepancies and work towards a framework of advice* on micronutrients to better inform policy-makers as they formulate precise recommendations. Funded by the European Commission, the Network is made up of 34 partners based in 17 countries across the EU, drawn from academia and nutrition science and from industry, consumer groups, national nutrition societies and the health professions.

EURRECA Network of Excellence has a mission to engage with SMEs, particularly around two themes:

- providing relevant nutritional data that can be incorporated into food products designed for vulnerable populations.
- facilitating the work of nutritionists and dieticians with reliable and more advanced tools.

The practical issues and latest thinking on micronutrients for food & food related businesses will be discussed in a series of 90 minute workshops to take place on Monday 12th October 2009. Under the title "The Money Making Magic of Micronutrients", experts from the UK, Italy, Belgium and Portugal will highlight the opportunities for food producing SMEs. In addition, guest speakers will talk about the practical issues aspects that must be addressed by those looking to add or highlight micronutrients in their products.

These Workshops are being organised by EURRECA Partners Hylobates Consulting (Italy), Euro Consultants (Belgium) and Minerva PRC (UK)

Venue: Congress Centre West, Kristallsaal, Section I

Organiser:

(on behalf of EURRECA): Minerva PRC Ltd · Marc Catchpole · Windermere House · Monxton · Hampshire · SP11 8AR UK · Tel. +44 (0)1264-710428 · mob +44 (0)7753-821525 · marc@minervaprc.com · www.eurreca.org

Monday, 12th October 2009

10:00 a.m.: Centre of Expertise for Organic Products
Sustainability strategies for the production of food

🔊 Simultaneous German/English interpreting

Expert presentation Prof. Ulrike Detmers

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn · Germany · Tel. +49 (0)6226-4351, · fax +49 (0)6226-40047 · em@biopress.de · www.biopress.de

Monday, 12th October 2009
10:00 a.m. to 1:00 p.m.
(by invitation only)

Autumn meeting of the Executive Committee of the European Federation of Bottled Water (EFBW)

Venue: Congress Centre North, Conference Room D

Organiser:
Executive Committee of the European Federation of Bottled Water (EFBW)

Monday, 12th October 2009
10:30 a.m.: Centre of Expertise for Organic Products
Organic Foods for Safety, Culinary Delight and Well-Being
🔊 Simultaneous German/English interpreting

Natural, ecological food products provide additional benefits to the consumer and offer added value to quality conscious buyers. This helps to set these food products apart from the competition and create future customer loyalty.

During this specialist discussion, quality managers, experts from the field of food and dietary science and the retail and wholesale trade will talk about the importance of organic products. Basing selling on the price alone is long in the past. But what does sustainability mean when it comes to food? Is it about more than having a slogan for marketing activities? In future, supermarket operators will have to provide answers to consumers regarding the ingredients and the origin and production of the product.

Panel discussion
Moderation: Prof. Ulrich Köpke

- Urs Niggli (invited)
- Dr. Georg Eysel-Zahl, Board of Sarah Wiener Stiftung (invited)
- Dr. Eike Wenzel, Publisher Zukunftsletter at the Future Institute Kelkheim
- TBC / Commerce
- Freidrich Lehmann, Lehmann Natur

Venue: Congress Centre East, Europasaal

Organiser:
Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn · Germany ·
Tel. +49 (0)6226-4351, · fax +49 (0)6226-40047 · em@biopress.de · www.biopress.de

Monday, 12th October 2009,
11:00 a.m.: AHGZ Gastro Trend Day

Global trends in gastronomy and their significance for us

Presentation by Pierre Nierhaus, gastronome, trend scout and author

The experienced expert will talk about international gastronomy concepts, keys to success, and developments in the food service and catering market. In an exciting and inspiring multi-media

show, Nierhaus will offer first-hand impressions of various trendy hot spots from all over the world, including New York City, Bangkok, Paris and London.

What are the benefits for gastronomes in Germany? This question is central to the AHGZ Gastro Trend Day. Following his presentations, Pierre Nierhaus will be available for individual discussions.

Duration: 30 minutes

Venue: Catering Marketplace special show, Hall 8, Stand B 69

Organiser:

German Hotel and Restaurant Association (DEHOGA) and Matthaes Verlag GmbH ·
Verlagsgruppe Deutscher Fachverlag · Silberburgstr. 122 · 70176 Stuttgart · Ms. Saskia Thau · tel.:
+49 (0) 711/2133-354 · e-mail: s.thau@matthaes.de

Monday, 12th October 2009

11:00 a.m.: Finals of the Grips & Co 2009 professional competition

🔊 German

In this year's finals, the elite candidates of the Grips & Co. competition for young professionals will once again be demonstrating their specialist knowledge and talent for presentations and sales. The trade magazine *RUNDSCHAU für den Lebensmittelhandel* is organizing the competition for the 29th time. More than 25,000 up-and-coming professionals from the food trade (maximum age 25) have taken part this year. At the closing event, which has developed into a sector gathering, the top ten contestants compete in a series of quiz rounds for this year's national title – "Germany's Best Newcomer in the Trade in 2009".

Venue: Congress Centre East, Congress-Saal

Organiser:

RUNDSCHAU für den Lebensmittelhandel · Project Manager: Klaus Mehler – Editor-in-Chief of
RUNDSCHAU für den Lebensmittelhandel – Project Coordinator: Christina Bednarik – Sponsoring &
Event Marketing · *RUNDSCHAU für den Lebensmittelhandel* · Tel. +49 (0)7225 – 916 279, · fax +49
(0)7225 –916 290 · bednarik@rundschau.de · www.gripsundco.de

Monday, 12th October 2009

11:00 a.m.: Cleanliness in the food retail trade

🔊 Simultaneous German/English interpreting

What do customers expect and what will disgust them? Deep psychological study on cleanliness – from the fresh products counter to the chill cabinets.

Cleanliness in supermarkets – it is a sensitive issue which fuels much controversy and is often neglected due to the emphasis on price and product quality. At the initiative of the company Ecolab GmbH, the rheingold institute has re-addressed the issue by means of an international study in Germany and France. The results of the study were surprising. They show how significant and sensitive the topic of "cleanliness in supermarkets" is for the consumer and what the consequences are for supermarkets that lack cleanliness.

Stephan Grünewald is a psychologist and Managing Director of the rheingold Institute for Qualitative Market and Media Research, Cologne

Venue: Congress Centre East, Offenbachsaal

Organiser:

Koelnmesse GmbH and rheingold - Institute for Qualitative Market and Media Research GmbH and Co. KG · Rainer Pfuhler · Kaiser-Wilhelm-Ring 46 · 50672 Köln · Germany · Tel.: +49 (0) 221-912 777-38 · Fax.: +49 (0) 221-912 777-55 · pfuhler@rheingold-online.de

Monday, 12th October 2009

11:00 to 11:30 a.m.: My product, my logo, my concept — Opportunities and restrictions of commercial property rights in the food sector

 German

In addition to traditional customer-brand loyalty, possible new marketing tools for the food industry include new products and product varieties, packaging and sales concepts. To ensure business success, the products and a company's market position must be secured against competitors. Here, commercial property rights and competition law offer a whole range of possibilities to efficiently safeguard your own achievements and to stop look-alikes.

Speaker: Dr. Stefan Maaßen, LL.M., Loschelder Rechtsanwälte (law firm), Cologne

Venue: Congress Centre East, Conference Rooms 3-5

Organisers:

Koelnmesse and Loschelder Rechtsanwälte, Konrad-Adenauer-Ufer 11, 50668 Köln, Tel.: +49 221 65065-134, Fax: +49 221 65065-135

Monday, 12th October 2009

11:30 a.m. to 12:00 noon: Our brand, our product — Synergy effects through collective brands and geographic information

 German

Collective brands and geographic information are like umbrella brands — for numerous competitors. That's an unusual concept for the market economy. They allow synergies to be created between competitors. They bring together common interests. Marketing measures that would not be affordable individually can be shouldered together.

How can I gain access to such a tool? What are the other possibilities and risks? Come and find out more.

Speaker: Dr. Volker Schoene, Loschelder Rechtsanwälte (law firm), Cologne

Venue: Congress Centre East, Conference Rooms 3-5

Organisers:

Koelnmesse and Loschelder Rechtsanwälte, Konrad-Adenauer-Ufer 11, 50668 Köln, Tel.: +49 221 65065-134, Fax: +49 221 65065-135

Monday, 12th October 2009

11:30 a.m.: Centre of Expertise for Organic Products
The future of taste

 Simultaneous German/English interpreting

Expert presentation Hanni Rützler

The nutritionist has been on to them for a long time now, as she's familiar with many aspects of the different food trends. Consumers want to eat tasty food and to do so with a clear conscience. And they are ready to take responsibility for their eating habits. Hanni Rützler has predicted that a new mid-range price segment will develop among food products. Only a small percentage of consumers can afford luxury items, but many consumers believe that their money is too valuable to spend it on discount products. Rützler has divided the consumer groups into different types of food enjoyment, which will help explain to the world what we will be finding on our dinner plates in future.

"Smaller manufacturers who supply honestly labelled food in the mid-range price segment are especially popular among consumers," she says. Their culinary interests are focused on taste and food safety. Positive properties such as naturalness and the absence of chemicals and genetic modifications are in demand, as is a return to intense taste experiences without industrial flavour enhancers. Organic products meet many of the requirements that play an important role in consumers' rediscovery of a passion for cooking.

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn ·
Tel. +49 (0)6226-4351, · fax +49(0)6226-40047 · em@biopress.de · www.biopress.de

Monday, 12th October 2009

11:50 a.m.: Centre of Expertise for Organic Products

Eating trends are changing the supermarket: Organic – versatile in all markets of the senses

 Simultaneous German/English interpreting

Sensory and taste worlds will in future replace the consumption of prestige products. It won't be "the brand" that matters; the important thing will be the ingredients. Scrutiny is replacing blind consumerism. This awareness has characterised the organic sector from the start.

Producers of organic food products have been ahead of the delicatessen segment in responding to questions concerning ingredients and the desire for eating enjoyment. At the same time, they've made sustainable and fair production a deciding factor when it comes to purchasing a product: natural enjoyment without regrets! Products with a traceable origin, preferably in the local region, are just as much in demand as ethnic and native products, such as quinoa and amaranth grains, which are relatively unknown in Germany.

Retailers and chefs have to rediscover their consumers' and guests' demands and must in future keep a close eye on their products' labelling and the raw ingredients for their kitchens. To answer consumer questions, product data must be continually updated and the consumers' views must be more thoroughly researched. Organic food has the advantage that people are willing to trust it, which helps to overcome their lack of specific knowledge. More authenticity will be in demand in the future: natural foods, short distances and fair trading conditions will be the prerequisites for credibility and good business results.

Panel discussion

Moderation: Carol Haest

- Christoph Soika
- Mag. Hanni Wenzel

- NN. Retail trader
- Alain Caparros, CEO Rewe (invited)
- Thomas Gutberlet, tegut (invited)


Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn · Germany ·
Tel. +49 (0)6226-4351, · fax +49 (0)6226-40047 · em@biopress.de · www.biopress.de

Monday, 12th October 2009,

12:00 a.m. noon: The EURRECA Network of Excellence Presents a *FREE* workshop for SMEs:
The Money Making Magic Of Micronutrients..

 English

(Free participation; registration is encouraged)

Time: 90 minute Micronutrient Power Workshop

The EURRECA Network of Excellence addresses variation in European micronutrient recommendations

The EURRECA (EUROpean micronutrient RECommendations Aligned) Network of Excellence *has been established to address these discrepancies and work towards a framework of advice* on micronutrients to better inform policy-makers as they formulate precise recommendations. Funded by the European Commission, the Network is made up of 34 partners based in 17 countries across the EU, drawn from academia and nutrition science and from industry, consumer groups, national nutrition societies and the health professions.

EURRECA Network of Excellence has a mission to engage with SMEs, particularly around two themes:

- providing relevant nutritional data that can be incorporated into food products designed for vulnerable populations.
- facilitating the work of nutritionists and dieticians with reliable and more advanced tools.

The practical issues and latest thinking on micronutrients for food & food related businesses will be discussed in a series of 90 minute workshops to take place on Monday 12th October 2009. Under the title "The Money Making Magic of Micronutrients", experts from the UK, Italy, Belgium and Portugal will highlight the opportunities for food producing SMEs. In addition, guest speakers will talk about the practical issues aspects that must be addressed by those looking to add or highlight micronutrients in their products.

These Workshops are being organised by EURRECA Partners Hylobates Consulting (Italy), Euro Consultants (Belgium) and Minerva PRC (UK)

Venue: Congress Centre West, Kristallsaal, Section I

Organiser:

(on behalf of EURRECA): Minerva PRC Ltd · Marc Catchpole · Windermere House · Monxton · Hampshire · SP11 8AR UK · Tel. +44 (0)1264-710428 · mob +44 (0)7753-821525 ·
marc@minervaprc.com · www.eurreca.org

Monday, 12th October 2009,

1:00 p.m.: AHGZ Gastro Trend Day

Global trends in gastronomy and their significance for us

Presentation by Pierre Nierhaus, gastronome, trend scout and author

The experienced expert will talk about international gastronomy concepts, keys to success, and developments in the food service and catering market. In an exciting and inspiring multi-media show, Nierhaus will offer first-hand impressions of various trendy hot spots from all over the world, including New York City, Bangkok, Paris and London.

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Duration: 30 minutes

Venue: Catering Marketplace special show, Hall 8, Stand B 69


Organiser:

German Hotel and Restaurant Association (DEHOGA) and Matthaes Verlag GmbH ·

Verlagsgruppe Deutscher Fachverlag · Silberburgstr. 122 · 70176 Stuttgart · Ms. Saskia Thau · tel.: +49 (0) 711/2133-354 · e-mail: s.thau@matthaes.de

Monday, 12th October 2009

1:15 - 2:45 p.m. Trademark brands – A strategic building block for conquering the growth markets of China and Russia?

 English

Opportunities and risks for manufacturers and trading companies

The growth markets of China and Russia are among the most attractive countries in the world for international trading companies. The increasing purchasing power of Chinese and Russian consumers holds huge potential. However, the competition between domestic and international producers and traders is strong. Therefore western trading companies have to clearly distinguish themselves from the competition. Could smart own-brand concepts prove to be a successful strategy? Which challenges face western companies introducing trademark brands in China and Russia? And what are the opportunities and risks for manufacturers and dealers? We will address these questions and others in two momentum-generating presentations, which will be followed by a discussion and dialogue with scientists and business people with an in depth knowledge of the Chinese and Russian markets.

Programme:

1:15 p.m. China and Russia – growth markets for the food retail sector
Prof. Thomas Glauben, Managing Director of the Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO)

1:35 p.m. Trademark brands as a tool for differentiation and customer loyalty
Prof. Jutta Roosen, Chair of Business Administration – Marketing and Consumer Research, Munich Technical University (invited)

1:55 p.m. Panel discussion with representatives from the fields of science and business

Host:

Werner Prill, *Lebensmittel Zeitung* (invited)


Venue: Congress Centre East, conference rooms 3-5

Organiser:

Koelnmesse GmbH and the Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO) · Theodor-Lieser-Strasse 2 · 06120 Halle (Saale) · Germany · Tel. +49 (0)345-29280 · iamo@iamo.de · www.iamo.de

Monday, 12th October 2009

2:00 p.m. The first IFOAM Organic Trade Forum at Anuga

 Simultaneous German/English interpreting

2:00 p.m.: Welcoming address by IFOAM Executive Director Markus Arbenz

2:05 p.m.: Organic farmers present their outstanding organic produce

The first presentations will come from actual producers — fruit and vegetable farmers from Brio in Italy and pig and cattle farmers from Friland in Denmark. Both presentations will show not only examples of best practice in combining ecology and economy, but also the challenges inherent in this approach in turbulent times.

2:35 p.m.: Organic Café

3:15 p.m.: Processors from Europe, Asia and Africa present their outstanding organic produce

Barbara Scheitz, the Managing Director of the Andechser Molkerei Scheitz dairy, will take this opportunity to speak about her organic dairy's role as the interface between farmers and the trade. Alter Eco from France will also be taking up the theme of market expansion. The company's breakthrough as a fair trading company came as a result of the company's being listed by large food retail chains.

3:45 p.m.: Organic Café

4:25 p.m.: Food retailers present their organic marketing measures

The topic of globalisation will dominate the third section of the event. Raj Seelam will explain how the export market of organic products from India is developing and how India's own organic food market is growing.

Wal-Mart Mexico is the largest foreign subsidiary of the biggest retailer in the world. When organic products were being grown in Mexico to meet the growing foreign demand, it seemed natural to make organic food available in Mexico too. The organic product range is an integral part of the company's comprehensive corporate social responsibility, which is particularly important in an emerging country like Mexico. Wal-Mart has introduced an ambitious "Sustainability Index" initiative for all its items. With the great influence Wal-Mart has on its suppliers, this initiative could promote sustainability in the fast-moving consumer goods markets all over the world ("the greening of the planet").

4:55 p.m.: Closing remarks

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and IFOAM · Dipl.-Ing. agr. Conrad Thimm · Crellestr. 19/20 · 10827 Berlin · Deutschland · Tel. +49(0)30 2363 4595, Fax +49 (0)221 821-2792 · www.ConradThimm.com

Monday, 12th October 2009,

2:00 p.m.: The EURRECA Network of Excellence Presents a *FREE* workshop for SMEs: The Money Making Magic Of Micronutrients..

🔊 English

(Free participation; registration is encouraged)

Time: 90 minute Micronutrient Power Workshop

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Venue: Congress Centre West, Kristallsaal, Section I

Organiser:

(on behalf of EURRECA): Minerva PRC Ltd · Marc Catchpole · Windermere House · Monxton · Hampshire · SP11 8AR UK · Tel. +44 (0)1264-710428· mob +44 (0)7753-821525 · marc@minervaprc.com · www.eurreca.org

Monday, 12th October 2009

2:00 p.m.: Healthy nutrition is a "child's play" (includes tasting session)

🔊 German

The Healthy Eating Initiative (Initiative Gesund Genießen) supports a nationwide prevention programme called KiGa-Go! Campaign for Healthy Children / KIKS UP. In addition to Jürgen Banzer (Hessian Minister for Work, Family & Health), the star chef Thomas Bühner will be appointed as the second patron of the programme. Afterwards discussion with tasting session.

At the stand of the Healthy Eating Initiative, which is also sponsoring the nationwide prevention

programme KiGa-Go!/ KIKS UP, the chef Thomas Bühner, who has been awarded two Michelin stars, will officially be appointed the second patron of the programme. Bühner is one of Germany's best chefs and has invested much time over the years in his tasting school, which helps children to rediscover the authentic taste of food.

Dr. Andrea Lambeck, chair of the Association of Nutrition Scientists (Verband der Oecotrophologen) and Managing Director of the Platform for Food and Exercise (Plattform Ernährung und Bewegung e.V.), and Günter Wagner, Member of the Board of Directors of the Institute for Sport Nutrition (Institut für Sporternährung e.V.), will discuss the importance of exercise and healthy food for children with the top German chef Thomas Bühner and representatives of politics and society.

Together with Thomas Bühner and the children from KIKS UP, you can taste for yourself the difference that the healthy preparation of food can make!

Venue: Hall 10.2, Stand F034

Organiser:

Healthy Eating Initiative (Initiative GESUND GENIESSSEN) · Groupe SEB Deutschland GmbH · Tel: +49(0)69 · 8504 – 233 · lhartung@de.groupeseb.com

Monday, 12th October 2009,
3:00 p.m.: AHGZ Gastro Trend Day

Global trends in gastronomy and their significance for us

Presentation by Pierre Nierhaus, gastronome, trend scout and author

The experienced expert will talk about international gastronomy concepts, keys to success, and developments in the food service and catering market. In an exciting and inspiring multi-media show, Nierhaus will offer first-hand impressions of various trendy hot spots from all over the world, including New York City, Bangkok, Paris and London.


What are the benefits for gastronomes in Germany? This question is central to the AHGZ Gastro Trend Day. Following his presentations, Pierre Nierhaus will be available for individual discussions.

Duration: 30 minutes

Venue: Catering Marketplace special show, Hall 8, Stand B 69

Organiser:

German Hotel and Restaurant Association (DEHOGA) and Matthaes Verlag GmbH · Verlagsgruppe Deutscher Fachverlag · Silberburgstr. 122 · 70176 Stuttgart · Ms. Saskia Thau · tel.: +49 (0) 711/2133-354 · e-mail: s.thau@matthaes.de

Monday, 12th October 2009
3:00 p.m. Adult Nutrition: A growth market for industry and the trade
 Simultaneous German/English interpreting

The rapid sociodemographic change in most societies in the northern hemisphere and Japan, the corresponding change of specific nutritional needs and the simultaneous growing demand for "new ecology food" are all indicative of this change.

In addition to demographics, quality dimensions that are in increasingly strong demand – such as "from organic and sustainability to CSR", "the rediscovery of authentic taste" and "food that has a proven positive effect on health" – are driving the growth market of adult nutrition.

We are no longer talking about niches like liquid foods, dietary supplements with a medical touch or products with a dietetic touch, but food with a high added value, excellent taste, a great feel in the mouth, appetising appearance, terrific design and health benefits. A development concept for industry and the trade.

Venue: Congress Centre West, Kristallsaal, Section III

Organiser:

Koelnmesse GmbH and Markenzeichen food GmbH · Dr. Egon Winter · Hanauer Landstrasse 184, 60314 Frankfurt am Main · Germany · Tel. +49 (0)69 7104880

Monday, 12th October 2009

3:00 – 6:00 p.m.: The Third German-Turkish FoodForum DTFOOD 2009

DTFOOD SPECIAL "Helal or halal – A standard with a future"

Forum V (Konya)

- 3:05 p.m. Opening address
🗣️ German/simultaneous interpreting into Turkish
- 3:15 p.m. Halal standard: The industry is on the move
🗣️ German/simultaneous interpreting into Turkish
- 3:45 p.m. Opportunities and prospects of halal food – Halal needs branding
🗣️ German/simultaneous interpreting into Turkish
- 4:15 p.m. Organic & halal – A new concept for success?
🗣️ German/simultaneous interpreting into Turkish
- 5:00 p.m. Certification systems for halal food
🗣️ German/simultaneous interpreting into Turkish
- 5:30 p.m. Conclusion & get-together / networking

Venue: Congress Centre West, Kristallsaal, Section II

Organiser:

O ́evler | MARKA Marketing & Production GmbH · Burgstr. 13 · 50189 Heppendorf · Germany · Tel.: +49 (0) 2271.804415 · Fax: +49 (0) 3212.1047371 · www.dtfood.org · www.dtfood.de · e-mail: dtfood@marka.de.com · For sponsoring: post@marka.de.com

Monday, 12th October 2009,

4:00 p.m.: The EURRECA Network of Excellence Presents a *FREE* workshop for SMEs: The Money Making Magic Of Micronutrients..

🗣️ English

(Free participation; registration is encouraged)

Time: 90 minute Micronutrient Power Workshop

The EURRECA Network of Excellence addresses variation in European micronutrient recommendations

The EURRECA (EUROpean micronutrient RECommendations Aligned) Network of Excellence *has been established to address these discrepancies and work towards a framework of advice on micronutrients to better inform policy-makers as they formulate precise recommendations.* Funded by the European Commission, the Network is made up of 34 partners based in 17 countries across the EU, drawn from academia and nutrition science and from industry, consumer groups, national nutrition societies and the health professions.

EURRECA Network of Excellence has a mission to engage with SMEs, particularly around two themes:

- providing relevant nutritional data that can be incorporated into food products designed for vulnerable populations.
- facilitating the work of nutritionists and dieticians with reliable and more advanced tools.

The practical issues and latest thinking on micronutrients for food & food related businesses will be discussed in a series of 90 minute workshops to take place on Monday 12th October 2009. Under the title "The Money Making Magic of Micronutrients", experts from the UK, Italy, Belgium and Portugal will highlight the opportunities for food producing SMEs. In addition, guest speakers will talk about the practical issues aspects that must be addressed by those looking to add or highlight micronutrients in their products.


These Workshops are being organised by EURRECA Partners Hylobates Consulting (Italy), Euro Consultants (Belgium) and Minerva PRC (UK)

Venue: Congress Centre West, Kristallsaal, Section I

Organiser:

(on behalf of EURRECA): Minerva PRC Ltd · Marc Catchpole · Windermere House · Monxton · Hampshire · SP11 8AR UK · Tel. +44 (0)1264-710428 · mob +44 (0)7753-821525 · marc@minervaprc.com · www.eurreca.org

Monday, 12th October 2009
6:00 p.m. Rabobank Reception


 German
(by invitation only)

Venue: Congress Centre East, Offenbachsaal

Organiser:

Koelnmesse and Rabobank · Rabobank International · Kirstin Rötzer · Solmsstrasse 83 · 60486 Frankfurt am Main · Germany · Tel. +49 (0)69 792 06-411, · fax +49 (0)69 77 14 61 · kirstin.roetzer@rabobank.com · www.rabobank.de

Monday, 12th October 2009
6:00 p.m. "Sector meeting: France invites you to..."

 German and English

Discover a wealth of quality products and French quality seals at our press conference and sector meeting on the topic of quality products from France

The schedule for the French evening

- 6:00 to 6:30 p.m.: Welcome cocktail — Aperitif à la française: Reception for guests
- 6:30 to 7:15 p.m.: Speech on the topic of "Quality products from France", presentation of the best "French Week in the Retail Food Trade" award by a delegate from the French ministry, presentation of the Match Marketing and Promosalon concept
- 7:15 to 9:30 p.m.: Buffet and product tasting
Show Cuisine in partnership with « jeunes restaurateurs d'Europe »
- 9:30 to 10:00 p.m.: Get-together
- 8:30 to 9:00 p.m.: Stage programme (music, theatre)
Comedian « Grandes catastrophes de la cuisine française » and performance by a French dance group (French cancan / Moulin Rouge atmosphere)
- 9:50 to 10:00 p.m.: Presentation of the "Best Innovation of Espace France" award and a raffle draw to win a holiday

The evening is in cooperation with the charitable organisation "Kölner Tafel" and will include the presentation of a donation cheque to the organisation.

Venue: Rheinterrassen, Parksaal and Terrasse, Rheinparkweg 1

Organiser:

Sopexa S.A., Deutschland in cooperation with the French Ministry of Agriculture „Ministère de l'Alimentation, l'Agriculture et de la Pêche" · Melanie Rouchy · Sternstrasse 58 · 40479 Düsseldorf · Deutschland · +49 (0)211 4980-839 · Fax : +49 (0)211 4980-821 · melanie.rouchy@sopexa.com · www.sopexa.de – www.sopexa.com

TUESDAY, 13th October 2009

Tuesday, 13th October 2009

All day: Drinks trend forum

🔊 Simultaneous German/English interpreting



Trend researchers from the "Zukunftsinstitut", which is headed by renowned futurologist Matthias Horx, and sector experts will address the latest trends from the beer, non-alcoholic drinks, wine and spirits segments and present them in sector-specific special forums. The presentations will be accompanied by information on current market research results and discussion forums with expert exhibitors. There will also be events in the halls: Experience the future of drinks through exciting displays at Anuga Drinks.

- 11:00 a.m. Topic: wine
1:00 p.m. Topic: non-alcoholic drinks
3:00 p.m. Topic: beer
5:00 p.m. Topic: spirits

Venue: Congress Centre North, Rheinsaal, sections I+II

Organiser:

Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Tuesday, 13th October 2009

All day: Anuga Wine Special 2009 – Seminars

🗣️ German or English



You can listen to informative and exciting presentations on numerous wine topics at the Anuga Wine Special's seminar room, complemented by the presentation of a range of sommeliers' tips for caterers and dealers who are interested in wine. The programme will be organised and accompanied by Markus Del Monego (MW), Sommelier World Champion of 1998 and other top sommeliers.

Topics will include "Glasses and wine – How the shape of a glass influences our sense perceptions of wine"; "Sensory properties of wine – Practical explanations related to the key issue of taste. Find out how the professionals taste wine"; "Grand Crus from Germany – Great wines from Germany are no longer rarities."; "Bordeaux: The other world – Bordeaux is synonymous with outstanding wines. But as well as the legendary châteaux, there are a whole host of unknown yet first-class wines" etc.

Venue: Hall 7, Stand E050/F059

Organiser:

caveCo GmbH and Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Tuesday, 13th October 2009

All day: Made in Germany – Modern German Cuisine meets Global Markets

🗣️ Simultaneous German/English interpreting



Under the motto "Made in Germany – Modern German Cuisine meets Global Markets", the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the Federation of German Food and Drink Industries (BVE) will be presenting events connected with regional German cuisine and with international markets for German food and drink products.

10:30 a.m., 11:30 a.m., 3:30 p.m. and 4.30 p.m.: New German Cuisine – Showcooking
German cuisine is more than sauerkraut and sausages. Our star chef will prove this by cooking specialities from German regions and giving you important background information about selected German products. Get ready to enjoy a range of enticing dishes!

11:00 a.m. and 3:00 p.m.: BVE Red Sofa – Food Talk

What's new! Get inside stories from successful food and drink company leaders and from the food retailing sector. Learn all about current trends and strategies in the food sector when the leaders are interviewed by the "Lebensmittel Zeitung" on the Red Sofa.

12:00 a.m. noon and 4:00 p.m.: Meet the German Regions

Do you know the German Federal States and their specialities? Gain a fascinating insight into the culinary map of Germany from successful company leaders.

1:00 p.m.: Fusion Cuisine – Showcooking

German food can be combined with products from other countries to excellent effect. The secret's out! Be inspired by a wealth of new ideas for your product range.

2:00 p.m.: Country Forum – Hungary

Agriculture attachés from German embassies will join forces with food market experts in a number of forums to provide valuable information on dynamic foreign markets for the German food industry. They will also be available for face-to-face discussions. Expect interesting presentations and practice-oriented help for opening up new markets.

Venue: Hall 10.2, Stand A040-C049

Organiser:

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) · Gabriele Heimbach · Rochusstraße 1 · 53123 Bonn · Germany · Tel.: +49 228 99529-3458 · n3@bmelv.bund.de and Federation of German Food and Drink Industries (BVE) · Hilde Traut · Claire-Waldoff-Straße 7 · 10117 Berlin · Germany · Tel.: +49 30200786-152 · Fax: +49 30200786-166 · htraut@bve-online.de

Tuesday, 13th October 2009

9:30 a.m.: Creating a sustainable fish market – but how?

🗣️ Simultaneous German/English interpreting

Presentation and panel discussion for buyers of the trade

With some of the world's fish stocks in a critical condition, the food trade and fish sector fully recognize their responsibility. Together they are organizing voluntary initiatives to promote sustainable fishing. These initiatives include the further organization of more exact catch region labelling and a database of scientific findings to help assess current stock levels. Both initiatives complement each other and are specifically designed to help trade buyers purchase fish from sustainable fishing operations in a targeted manner.

After a welcoming address by Dierk Frauen, President of the Federal Association of the German Retail Grocery Trade (BVL), Dr. Matthias Keller from the Fish Information Centre (FIZ) and Dr. Christopher Zimmermann from the Johann Heinrich von Thünen Institute (vTI – one of four German federal research institutes), will give introductory presentations and keynote speeches on industry initiatives. Afterward, representatives of various links in the value chain (John Much, Fischer; Kathrin Runge from Gottfried Friedrichs; N.N. from Edeka Zentrale; Peter Koch-Bodes from Fischfachhandel), will discuss and present ways to create sustainable fishing with scientific experts (vTI) and Dr. Heike Vesper from WWF. Werner Prill will host the discussion.

Venue: Congress Centre West, Kristallsaal, Section III

Organiser:

Federal Association of the German Retail Grocery Trade (BVL) · Am Weidendamm 1 A · 10117 Berlin · Germany · Tel.: +49 (0)30/72 62 50 80 · Fax: +49 (0)30/72 62 50 85 · bvl@einzelhandel.de · www.lebensmittelhandel-bvl.de

Tuesday, 13th October 2009

All day: The First IFOAM Organic Trade Forum at Anuga

🗣️ English

10:00 a.m. – 5:00 p.m.

The Organic Import-Export Matchmaking at Anuga Organic –
Organic suppliers from the south and north

Venue: Congress Centre East, Press Centre East

Organiser:

Koelnmesse GmbH and IFOAM · Dipl.-Ing. agr. Conrad Thimm · Crellestr. 19/20 · 10827 Berlin ·
Deutschland · Tel. +49(0)30 2363 4595, Fax +49 (0)221 821-2792 · www.ConradThimm.com

Tuesday, 13th October 2009,

9:00 a.m. to 2:00 p.m.: The Third German-Turkish FoodForum DTFOOD 2009

DTFOOD WORKSHOP: "Marketing trends on a global scale"

- 10:30 a.m. Workshop I (Adana)
 🇩🇪 German/simultaneous interpreting into Turkish
 Recycling obligation is not only for Turkish products — The Dual System
- 11:00 a.m. Workshop II (Trabzon)
 🇩🇪 Turkish/simultaneous interpreting into German
 Traceability of products' origins — Organic food from Turkey
- 11:45 a.m. Workshop III (Antalya)
 🇩🇪 German/simultaneous interpreting into Turkish
 A future market access platform for producers, suppliers, traders and buyers
- 12:30 p.m. Workshop IV (Mersin)
 🇩🇪 German/simultaneous interpreting into Turkish
 Slow food — Enjoying it the Turkish way
- 1:15 p.m. Conclusion & get-together / networking

Venue: Congress Centre East, Conference Rooms 1-2

Organiser:

O ¨evler | MARKA Marketing & Production GmbH · Burgstr. 13 · 50189 Heppendorf · Germany ·
Tel.: +49 (0) 2271.804415 · Fax: +49 (0) 3212.1047371 · www.dtfood.org · www.dtfood.de · e-
mail: dtfood@marka.de.com · For sponsoring: post@marka.de.com

Tuesday, 13th October 2009

10:00 a.m. 19th Forum for System Catering

🇩🇪 German

Knowledge platform and sector meeting place at Anuga 2009

The Forum for System Catering, which is organized by the DEHOGA Hotel and Restaurant Initiative, will be taking place for the 19th time. The event is expected to attract 800 high-ranking guests from the restaurant, hotel and catering supply sectors. The forum is a well-established event

that serves as an inspiring sector meeting with great opportunities.

This year's key-note speaker will be Thomas Bubendorfer, a renowned extreme mountain climber and author. He knows how to keep it together in difficult situations and how to achieve maximum results. Another speaker, Jochen Pinsker from npdgroup deutschland GmbH/Foodservice Europe, will present the latest 2009 results for the catering sector. In what has already become a tradition, successful caterers will report on their growth concepts and future perspectives. A very special highlight will be the presentation of the Trainee Awards for System Catering, which will be bestowed this year for the eighth time to the best newcomers in the industry.

Venue: Congress Centre East, Congress-Saal

Organiser:

Deutscher Hotel- und Gaststättenverband (German Hotel and Restaurant Association)
e.V.(DEHOGA Bundesverband) · Am Weidendamm 1A · 10117 Berlin, Germany · Tel. +49 (0)30-7262520, · fax +49 (0)30-72625242

Tuesday, 13th October 2009

10:00 a.m. Centre of Expertise for Organic Products

Genetic engineering – why must the organic market stay clear of it? And how can it be done?

 Simultaneous German/English interpreting

Organic farmers not only produce natural and healthy food, they also help to prevent life-threatening soil erosion, which is caused by the use of tremendous amounts of man-made fertilizers and chemical pesticides and herbicides. The fact that improper nutrition has an enormous negative impact on health is really no longer a matter open to debate. How can medium-sized producers of ecological foods counterbalance the large corporations?

Consumers are instinctively opposing the next phase in this development. Today's well-informed consumers understand the relationship between health and untreated raw materials and are demanding transparent production. At the point of sale, they are increasingly buying food products that are naturally healthy, tasty and haven't been "doped".

Renowned experts from the organic sector will discuss the current status of the use of genetically modified organisms in agriculture and food production, as well as the opportunities for manufacturers and buyers who choose the alternative route.

Panel discussion

Moderation: Bernward Geier

- Joseph Wilhelm, Board of Rapunzel Naturkost AG
- Thomas Dosch, Chairman of Bioland
- Dr. Ehrnsperger, Owner + Manager Neumarkter Lammsbräu Gebr. Ehrnsperger e.K.
- TBC Commerce

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn · Germany · Tel. +49 (0)6226-4351, · fax +49 (0)6226-40047 · em@biopress.de · www.biopress.de

Tuesday, 13th October 2009
11:00 a.m. DLG – Prize for Excellence
🔊 German

The award presentation for the German Prize for Fruit Juice and the German Prize for Dairy Products.

Venue: Congress Centre West, Kristallsaal, Section III

Organiser:

DLG e.V. · Eschborner Landstrasse 122 · D-60489 Frankfurt am Main · Germany · Tel. +49 (0)69-24788-375, · fax +49 (0)69- 24788-115 · c.auler@DLG.org · www.DLG.org

Tuesday, 13th October 2009
11:00 a.m.: Centre of Expertise for Organic Products
Organic drinks are conquering the world of beverages
🔊 Simultaneous German/English interpreting

Sweetened soft drinks with added aromas are shaping the market for conventional drinks. They are inexpensive and can compete with tap water, which is extremely inexpensive but flavourless. The world of organic drinks has been dominated by juice for many years. With a variety of up to 120 types, the organic drinks sector has far surpassed all conventional suppliers. Then Bionade came onto the scene. Peter Leipold invented this inexpensive but healthy “drink for the masses” in the 1990s, enjoying great success in competition with the “sugared waters” on the market.

Today there are alternatives that meet the highest standards in terms of good health, but also cheaper products that, while essentially fulfilling the criteria for organic products, are sometimes questionable in terms of their additives.

In addition to juices and soft drinks, a wide range of organic alcoholic drinks is also available, including beer, wine, sparkling wine and champagne, liqueurs and even drinks with higher alcohol content, such as cognac, grain schnapps, gin, rum, whisky and vodka. Organic drinks that can be bought in the supermarket for home consumption are just as much in demand as the organic alternatives in the catering sector. A new initiative is the “Qualitätsgemeinschaft Bio-Mineralwässer” (Quality Association for Organic Mineral Water), which brings to market premium mineral waters of a quality that far exceeds the minimum required by law.

Panel discussion

Moderation: Bernward Geier

- Peter Kowalsky, Owner Bionade
- Oliver Nordmann, Owner Stralsunder Brauerei GmbH A.M.E...GmbH (invited)
- Manfred Mödinger, Expert for organic drinks
- Klaus-Jürgen Philipp, Geschäftsführer Haus Rabenhorst (invited)

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and BioPress · Erich Margrander · Schulstr. 10 · 74927 Eschelbronn · Germany · Tel. +49 (0)6226-4351, · fax +49(0)6226-40047 · em@biopress.de · www.biopress.de

Tuesday, 13th October 2009
11:00 a.m.: "Taboo Food" and "Cool Food"
Intimate and Intimidating
🔊 Simultaneous German/English interpreting

Internationally renowned rheingold study on new nutrition trends

Over the last few years, new fears, norms and taboos have formed in all areas of food and drinks, which are becoming increasingly significant in the marketing of the food and drink products. The rheingold institute has looked into this latest development in a fundamental study on eating habits in Europe and the USA. Eating habits are becoming "intimate and intimidating" – which is also the title of our deep psychological study.

Jens Lönneker is a psychologist and Managing Director of the rheingold Institute for Qualitative Market and Media Research, Cologne.

Speaker: Jens Lönneker, psychologist and Managing Director of the rheingold Institute for Qualitative Market and Media Research, Cologne

Venue: Congress Centre East, Offenbachsaal

Organiser:

Koelnmesse GmbH und rheingold - Institut für qualitative Markt- und Medienanalysen GmbH und Co. KG · Rainer Pfuhler · Kaiser-Wilhelm-Ring 46 · 50672 Köln · Deutschland · Tel.: +49 (0) 221-912 777-38 · Fax.: +49 (0) 221-912 777-55 · pfuhler@rheingold-online.de

Tuesday, 13th October 2009
2:00 p.m. Centre of Expertise for Organic Products
Organic foods make sense:
🔊 Simultaneous German/English interpreting

Speaker: Dirk Vollertsen, Manager of Product & Market, Bioland

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and Bioland e.V., Trade Fairs & Events · Anamaria Hager · Auf dem Kreuz 58 · 86152 Augsburg · Germany · Tel. +49 (0)821 34680-173, · fax +49 (0)821 34680-120 · anamaria.hager@bioland.de · www.bioland.de

Tuesday, 13th October 2009,
2:00 p.m.: Healthy nutrition is not just the sum of the ingredients – What can be done to avoid overweight: possibilities and new findings in the areas of prevention and treatment
🔊 Simultaneous German/English interpreting

Host: Prof. Stephan C. Bischoff, M.D.

Introduction (10 min.)
Presentation of the speakers
Presentation of the topic

Presentation by Prof. Stephan C. Bischoff, M.D.
Director of the Institute of Nutritional Medicine & Prevention, University of Hohenheim, Stuttgart

- The growing number of overweight people in Germany
- Food trends in Germany
- What are the causes of the problem of overweight? (new findings)
- Possibilities for the prevention and treatment of overweight
- Healthy food — the role of food preparation (innovative solutions)

Presentation by Dr. Osman Müftüoğlu

Adviser to the Turkish Minister of Health. Founder of the "Long Love Life" clinic and columnist at the *Hürriyet* newspaper.

1993 – 2001 Medical Director of the President's Hospital in Ankara, medical advisor of the President of Turkey

- The presentation will especially focus on the changes in diet that cultural factors and eating habits have brought about within the Turkish community.

Dr. Patrick Serog (15 min.)

Doctor, nutritional scientist and consultant since 1987 in the Maison Médicale LES OISEAUX clinic in Sanary-sur-Mer for overweight children

- The presentation will concentrate on children and will especially focus on their development (particularly the long-term effects on children)
- The role that food plays in their upbringing
- The role of the government (what can the government do?)

Open discussion (up to 30 min.)

Short presentation of ActiFry and VitaCuisine appliances by the nutritionist Reinhard-Karl Üblacker

- Focus on healthy food
- Invitation to taste the food at the stand (Üblacker will demonstrate the preparation and lead the taste-testing)

Organiser:

Initiative GESUND GENIESSEN · Groupe SEB Deutschland GmbH · Tel: +49(0)69 · 8504 – 233 · lhartung@de.groupeseb.com

Tuesday, 13th October 2009,

3:00 p.m.: Wellfood 2009

🔊 Simultaneous German/English interpreting

The sector forum for healthy nutrition and functional food

The "well food" trend is gaining more and more followers in Germany. With this in mind, experts will give presentations focusing on the following topics:

- What are the trends of tomorrow?
- What are the retailing concepts for the topic of healthy nutrition? How is the trade bringing this topic to consumers' attention?
- What problems are arising from the consumer's viewpoint? Mandatory labelling — yes or no?

This event, which will last about two hours, is a cooperative project of Koelnmesse, LEBENSMITTEL PRAXIS and the Federation of German Food and Drink Industries (BVE).

Venue: Congress Centre West, Kristallsaal, Section III

Organiser:

Koelnmesse GmbH, Federal Association of the German Food Industry (BVE), Mintel Group London and Lebensmittel Praxis (LP) Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Tuesday, 13th October 2009

3:00 p.m. Centre of Expertise for Organic Products

In which direction are organic products developing in the food retail trade?

🗣️ Simultaneous German/English interpreting

What do consumers expect from organic products? Which product ranges? What information? What prices? What levels of quality? What stands out on the market?

Host: Dr. Klaus-Jürgen Holstein from "Ein Herz für Bio"

Venue: Congress Centre East, Europasaal

Organiser:

Koelnmesse GmbH and "Ein Herz für Bio" · Hauptstrasse 38/2 · 79211 Denzlingen · Germany · Tel. +49 (0)7666 880343 · kjholstein@comshop-cc.com · www.ein-herz-fuer-bio.org

Tuesday, 13th October 2009

4:00 p.m.: Centre of Expertise for Organic Products

The Development of Organic Coffee in Europe

🗣️ Simultaneous German/English interpreting

Production and market shares of organic coffee have risen substantially within the last years. Rigorous quality control programs especially in smallholder organizations lead to many awards for organic coffees.

The presentation also highlights the production and processing requirements for organic coffee focusing on traceability.

Speaker: Manfred Fürst, Naturland - Verband für ökologischen Landbau e.V.

Ort: Congress-Centrum Ost, Europasaal

Veranstalter:

Koelnmesse GmbH und NATURLAND – Association for Organic Agriculture · Manfred Fürst · Kleinhaderner Weg 1 · 82166 Gräfelfing · Deutschland · Tel.: +49(0) 89 – 89 80 82 – 86 · Fax.: +49(0) 89 – 89 80 82 – 986 · m.fuerst@naturland.de · www.naturland.de

WEDNESDAY, 14th October 2009

Wednesday, 14th October 2009

All day: Drinks trend forum

🗣️ Simultaneous German/English interpreting

Trend researchers from the "Zukunftsinstitut" (Institute of the Future), which is headed by

renowned futurologist Matthias Horx, and sector experts will address the latest trends from the beer, non-alcoholic drinks, wine and spirits segments and present them in sector-specific special forums. The presentations will be accompanied by information on current market research results and discussion forums with expert exhibitors.

There will also be events in the halls: Experience the future of drinks through exciting displays at Anuga Drinks.



11:00 a.m. Topic: non-alcoholic drinks
1:00 p.m. Topic: wine
3:00 p.m. Topic: beer

Venue: Congress Centre North, Rheinsaal, sections I+II

Organiser:

Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Wednesday, 14th October 2009

All day: Anuga Wine Special 2009 – Seminars

🔊 German or English



You can listen to informative and exciting presentations on numerous wine topics at the Anuga Wine Special's seminar room, complemented by the presentation of a range of sommeliers' tips for caterers and dealers who are interested in wine. The programme will be organised and accompanied by Markus Del Monego (MW), Sommelier World Champion of 1998 and other top sommeliers.

Topics will include "Glasses and wine – How the shape of a glass influences how our sense perceptions of wine"; "Sensory properties of wine – Practical explanations related to the key issue of taste. Find out how the professionals taste wine"; "Grand Crus from Germany – Great wines from Germany are no longer rarities."; "Bordeaux: The other world – Bordeaux is synonymous with outstanding wines. But as well as the legendary châteaux, there are a whole host of unknown yet first-class wines" etc.

Venue: Hall 7, Stand E050/F059

Organiser:

caveCo GmbH and Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany · Tel. +49 (0)221 821-3618, · fax +49 (0)221 821-2792 · a.krause@koelnmesse.de · www.koelnmesse.de

Wednesday, 11th October 2009

All day: Made in Germany – Modern German Cuisine meets Global Markets

🔊 Simultaneous German/English interpreting



Under the motto "Made in Germany – Modern German Cuisine meets Global Markets", the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the Federation of German Food and Drink Industries (BVE) will be presenting events connected with regional German cuisine and with international markets for German food and drink products.

10:30 a.m. and 11:30 a.m.: New German Cuisine – Showcooking

German cuisine is more than sauerkraut and sausages. Our star chef will prove this by cooking

specialities from German regions and giving you important background information about selected German products. Get ready to enjoy a range of enticing dishes!

11:00 a.m.: BVE Red Sofa – Food Talk

What's new! Get inside stories from successful food and drink company leaders and from the food retailing sector. Learn all about current trends and strategies in the food sector when the leaders are interviewed by the "Lebensmittel Zeitung" on the Red Sofa.

12:00 a.m. noon: Meet the German Regions

Do you know the German Federal States and their specialities? Gain a fascinating insight into the culinary map of Germany from successful company leaders.

1:00 p.m.: Fusion Cuisine – Showcooking

German food can be combined with products from other countries to excellent effect. The secret's out! Be inspired by a wealth of new ideas for your product range.

Venue: Hall 10.2, Stand A040-C049

Organiser:

Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) · Gabriele Heimbach · Rochusstraße 1 · 53123 Bonn · Germany · Tel.: +49 228 99529-3458 · n3@bmelv.bund.de and Federation of German Food and Drink Industries (BVE) · Hilde Traut · Claire-Waldoff-Straße 7 · 10117 Berlin · Germany · Tel.: +49 30200786-152 · Fax: +49 30200786-166 · htraut@bve-online.de