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TASTE THE FUTURE

ANUGA – 10 SPECIALIZED
TRADE SHOWS UNDER ONE ROOF
COLOGNE, 10 – 14.10.2009



EQUIP YOURSELF FOR SUCCESS!

ANUGA CATERINGTEC

THE INTERNATIONAL TRADE SHOW FOR EQUIPMENT
FOR THE FOOD SERVICE AND CATERING MARKET

 koelnmesse

we energize your business

TECHNOLOGY & DESIGN – PRESENT YOUR INNOVATIVE PRODUCT RANGE RIGHT HERE!

Turnover is increasing in the food services industry – and it will continue to rise. That's what the domestic and international trade associations for the large-scale kitchen and food services equipment sectors expect. Especially brand and system caterers and **caterers in general are benefiting from above average growth rates**. As a general rule for all food services sectors, numerous companies want to continue to invest. This is your chance – especially in view of the booming foreign business. Export-oriented suppliers of technical equipment are profiting from the high demand and unexploited potential.

At Anuga CateringTec 2009, you can demonstrate how to **open up new market segments and sales markets** and how to best combine cost pressure, energy efficiency and increasing standards of service, quality and functionality.

WHAT HAS ANUGA CATERINGTEC GOT GOING FOR IT? EVERYTHING!

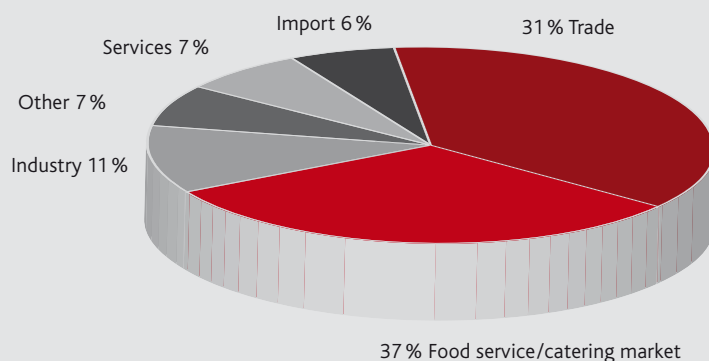
- **Exceptional synergies:** Around half of Anuga's 6,700 suppliers present products and solutions for the food services and catering market – right next to Anuga CateringTec and hence close to your stand. Only Anuga offers you this perfect combination of food, beverages and technology, all in one place. The broad range of products appeals to all the relevant decision-makers from all target groups.
- **Ideal environment:** In 2007, Anuga CateringTec took place for the first time in the new, cutting-edge halls of the Cologne exhibition centre, one of the most attractive of its kinds in Europe. This atmosphere provides the perfect environment for your top-quality products.
- **Unique visitor structure:** No other event offers you the opportunity to meet all the leading buyers from the sectors of institutional catering, food services, system catering, hotels and new channels. In 2007, the proportion of visitors from abroad was over 56%. From the 41,980 visitors to Anuga CateringTec, 18,322 were from Germany, 18,769 from Europe (excluding Germany), 2,350 from Asia and 1,770 from America. There's no faster or easier way to build up your business in Germany and abroad.
- **High level of decision-making authority among visitors:** It's not just the number of visitors that's impressive; their decision-making authority is, too. In 2007, around 95% of exhibitors were satisfied or very satisfied with the quality of visitors* – and praised the number of contacts made.

* Source: 2007 exhibitor and visitor survey.

EXHIBITORS STATE THAT THERE IS NO BETTER
FOOD SHOW THAN ANUGA*



VISITORS ACCORDING TO BUSINESS SECTOR
AT ANUGA CATERINGTEC*

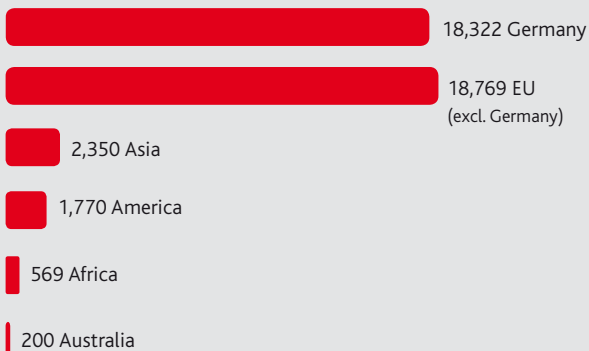


37% Food service/catering market

VISITORS STATE THAT THERE IS NO BETTER FOOD SHOW THAN ANUGA*



COUNTRY OF ORIGIN OF VISITORS TO ANUGA CATERINGTEC**



ANUGA CATERINGTEC. HARNESSING ANUGA'S FOOD SERVICE POWER!

Only Anuga brings together the globally available range of food service products and services, and all the technical solutions and activities for the food service and catering market. That makes Anuga a pivotal business platform for food service and hotel representatives, caterers, and decision-makers from the institutional catering sector.

- **Exciting special shows such as "Visions of Cooking"**, which offers hands-on solutions for large-scale kitchens, plus the shows **"Catering Marketplace"**, **"Creative Kitchen"** and **"Forum for System Catering"** will attract the relevant decision-makers and will provide the perfect opportunity to meet new and existing business partners.
- As an exhibitor, you will be included in the **Foodservice Guide**. In the run-up to the show over 100,000 copies will be printed and used as magazine supplements, and will also be distributed during Anuga. These activities will bring additional decision-makers to your stand.

Take advantage of Anuga's unique food service power. Expand into new sales markets, gain new customers and intensify your existing business ties.

Anuga CateringTec makes it all possible!

AT A GLANCE: ANUGA CATERINGTEC 2007.

- 171 exhibitors
- 41,980 visitors, 18,322 from Germany**

PLENTY OF REASONS TO BE AT ANUGA!

- This is where supply meets demand: Only Anuga has **10 specialized trade shows** under one roof. That means every segment has its own clear, independent profile and will steer the right decision-makers straight to your stand.
- Countless innovations: Only Anuga presents all the product innovations from the global food and beverage sector. **8 trend themes** will showcase all the most important future developments.
- Strong momentum: Anuga promises to inspire you with its **exceptional supporting programme**, featuring special shows, congresses, seminars and top-quality sector events.

* Source: Anuga 2007 exhibitor and visitor survey.

** Number of admissions counted.

ANUGA CATERINGTEC – YOU CAN'T AFFORD TO MISS IT!

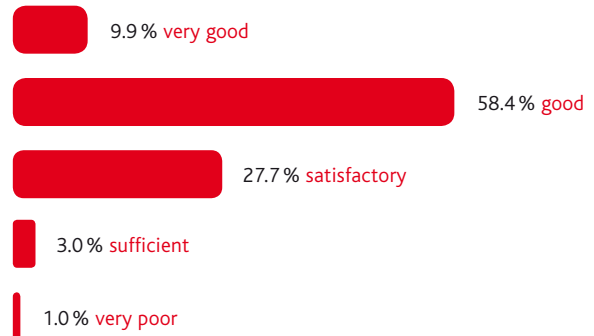
Anuga is the world's foremost food and beverage trade show for the trade and the food service and catering market – **and Anuga CateringTec is one of the leading**

domestic and international events for food service technology, equipment and design. Could there be a better platform for your successful presentation?

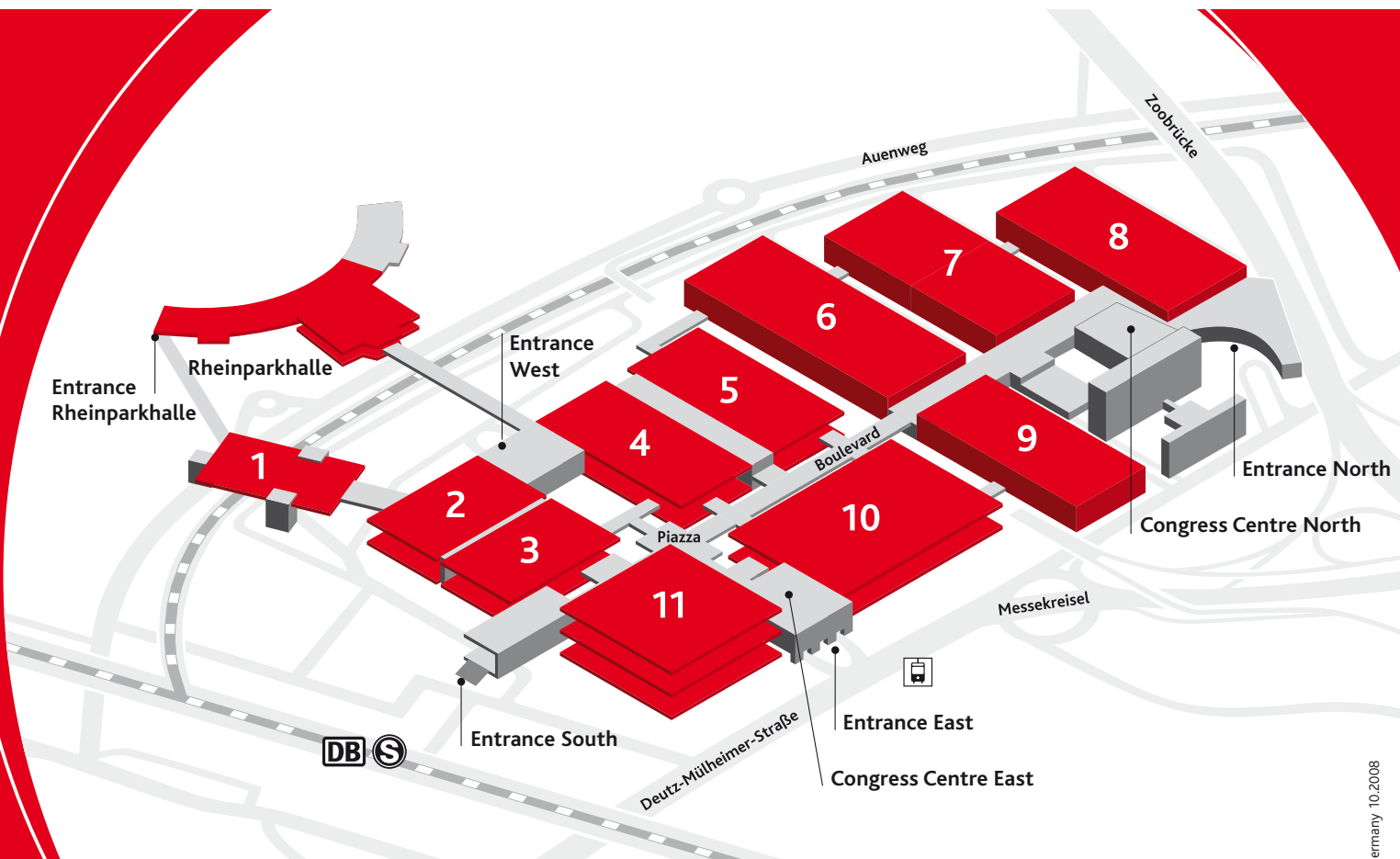
HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?*



HOW DO THE EXHIBITORS RATE THEIR TRADE SHOW SUCCESS OVERALL?*



* Source: 2007 exhibitor and visitor survey.



MORE INFORMATION? CALL US!

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ANUGA CATERINGTEC –
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THE FASTEST ROUTE TO ANUGA CATERINGTEC:

FAX +49 221 821-3410

YES, PLEASE SEND US THE COMPLETE REGISTRATION DOCUMENTS.

COMPANY

SURNAME, FIRST NAME

POSITION

ADDRESS

TOWN, POSTCODE

PHONE/FAX

E-MAIL/WEBSITE

WE ARE A MANUFACTURER/SUPPLIER OF

WE ARE ALSO INTERESTED IN THE FOLLOWING TRADE SHOWS:

- ANUGA FINE FOOD
- ANUGA DRINKS
- ANUGA CHILLED FOOD
- ANUGA MEAT
- ANUGA FROZEN FOOD
- ANUGA DAIRY
- ANUGA BREAD & BAKERY, HOT BEVERAGES
- ANUGA ORGANIC
- ANUGA RETAILTEC

WE ARE ALSO INTERESTED IN THE FOLLOWING EXHIBITION AREA:

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

MORE INFORMATION? CALL US!

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ANUGA CATERINGTEC IS A HIT!

Our expectations were greatly surpassed. We engaged in many productive discussions with expert contacts and decision-makers from all target groups, both from Germany and abroad. The decision to take part in Anuga was absolutely right!

Heinrich Brunner,
Sales Manager Germany,
CONVOTHERM
Elektrogeräte GmbH

The Anuga CateringTec show in 2007 was an eye opener for us. The number of foreign visitors, and the number of exhibitors, were staggering. Our products drew interest from buyers from all over the world. If you are looking to expand into new markets around the world, whether you are buying or selling, this is the only show you need to attend.

Michael D. Minea, Dir. of International
Sales, NATIONAL CHECKING COMPANY

Anuga 2007 was a big success for WMF. The number of visitors that came to our stand and the quality of the potential customers who attended were particularly impressive. Also noteworthy was the significant increase of visitors from abroad. We're looking forward to Anuga 2009!

Jürgen Felle, Head of International
Sales Coffee Machines,
WMF Württembergische
Metallwarenfabrik AG

Anuga 2007 proved to be a very important platform from which Colpac presented its exciting new range of products to its international customers. The company received several hundred enquiries from all over the world and plans to return again to Anuga 2009.

Rebecca Beattie, Export Sales
Executive, Colpac Ltd.

Anuga 2007 was a resounding success for RATIONAL. Having made thousands of contacts from within the food industry certainly confirmed our trade show strategy. Since exports account for 80 % of RATIONAL's business, Anuga is an important platform for us.

Georg Westphal,
International Marketing Manager,
RATIONAL AG

MKN returned as an Anuga exhibitor following a long hiatus. We were delighted to have the chance to welcome so many trade visitors from Germany and abroad to our stand. The decision-making authority of the visitors, but also the visitor turnout, ensured a successful trade show!

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

Anuga 2007 far exceeded our expectations. Exhibitors and customers alike were particularly enthusiastic about the "Visions of Cooking" concept, a joint presentation bringing together renowned companies from the large-scale catering segment which was organised by the Hörstke company. Based on this positive response, we are already looking forward to Anuga 2009.

Dipl. Ing. (FH) Lars Urban, Regional Manager
for West Germany, Rinsing Technology,
Large-Scale Machines and Systems,
MEIKO Maschinenbau GmbH & Co. KG

We have showcased our equipment at trade shows throughout Europe and in the United States. We always experience the greatest success and the most interest at Anuga CateringTec in Cologne. In 2007, in addition to visitors picking up brochures, we had around 500 intensive discussions with potential customers. We've never experienced such a huge resonance at any other trade show. To us, Anuga CateringTec in Cologne remains the most important place to showcase our products.

Dr. Hans-Ulrich Stein, AGATEC TOP SA