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TASTE THE FUTURE

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



THE CRÈME DE LA CRÈME!

ANUGA DAIRY

THE INTERNATIONAL TRADE SHOW FOR
MILK AND DAIRY PRODUCTS

 koelnmesse

we energize your business

ALWAYS BE ONE IDEA AHEAD!

No day goes past without an innovation: The international dairy business is producing more and more new products and is thus creating new markets. Milk products are more in demand than ever before – in Germany and abroad. **The export business is growing at an above-average rate.** Consumption is growing across the globe – including Asia with its **inexhaustible growth potential.** **Health and functional food** is a major trend. Products with additional health benefits have a remarkably strong growth potential. This creates new pricing and design options for manufacturers and the trade.

See how you can combine health and taste and cooperate with your partners to achieve optimal added value and open up new and promising sales markets: at Anuga Dairy 2009.

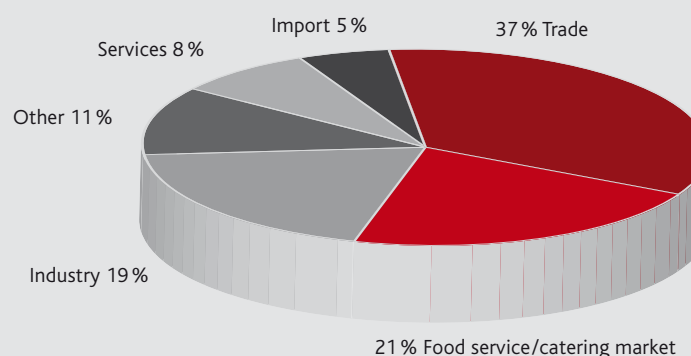
WHAT HAS ANUGA DAIRY GOT GOING FOR IT? EVERYTHING!

- **Unique visitor structure:** Where else could you meet nearly all the top German and international decision-makers from the trade and the food service/catering market? In 2007, the share of international visitors was over 56%. This show provides you with the quickest and most efficient way to build up your foreign business.
- **New potential:** Alongside the focus on exports, B2B activities are also becoming increasingly important for the dairy business. Because the complete food and beverage industry is present at Anuga, new partnerships and business potential can be developed.
- **Strong synergies:** Anuga Dairy is situated in close proximity to the related trade shows Anuga Meat, Anuga Frozen Food and Anuga Chilled Food. This means that the food show will also lead visitors from these segments straight to you. Only Anuga offers you these synergies!
- **Valuable momentum:** The special show "Dairy Forum" presents creative ideas for products and packaging and is the communicative and culinary focal point of Anuga Dairy.
- **First-class contacts:** The exclusive get-together "Dairy Unlimited" (including a congress) brings together the top decision-makers from the trade and the food service and catering market, and encourages discussion and the exchange of ideas – the ideal platform to make new contacts and strengthen existing ones.

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



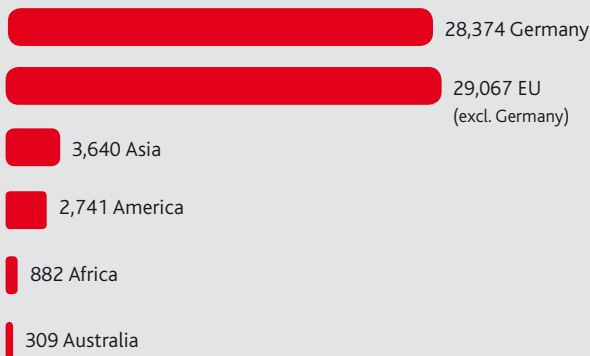
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA DAIRY*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA DAIRY**



LET THE DECISION-MAKERS COME TO YOU!

For good business, you need the right partners – the decision-makers from industry, the trade and the food service and catering market. At Anuga Dairy you'll meet all your target groups at one place and at the same time:

- **28,374 visitors came from Germany and 29,067 from the rest of Europe to Anuga Dairy.** Additionally, 3,640 decision-makers from Asia and 2,741 from America attended the show.
- **Over 97 % (!) of the exhibitors said they were (very) satisfied with the quality of the visitors.***

Expand into new sales markets, gain new customers and strengthen your existing business contacts. The world's biggest and most important platform for marketing milk and dairy products – Anuga Dairy makes it all possible!

AT A GLANCE: ANUGA DAIRY 2007.

- 372 exhibitors
- 65,000 visitors, 28,374 from Germany**
- more than 23.000 square metres of exhibition space

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.
- Everyone's talking about Anuga: Anuga draws an enormous amount of **public interest**. In 2007, almost 2,400 journalists from 62 countries reported on this "summit meeting" of sector experts. That's perfect for your PR and marketing activities!

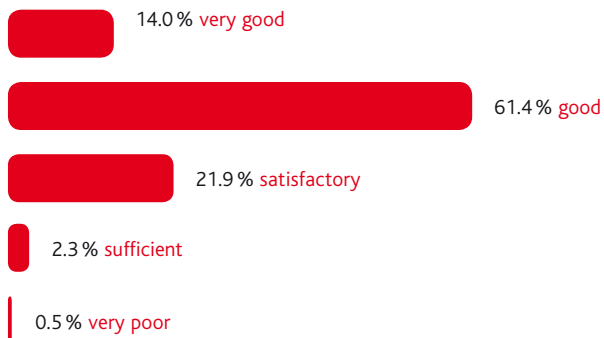
* Source: Anuga 2007 exhibitor and visitor survey.
 ** Number of admissions counted.

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

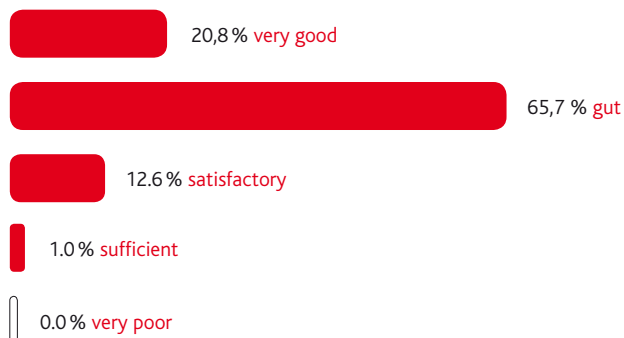
Anuga is the world's most important food and beverage trade show for the trade and the food service and catering market – **and Anuga Dairy is the leading**

domestic and international event for milk and dairy products. There is no better stage on which to ensure your success.

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 DAIRY – THE INTERNATIONAL TRADE SHOW FOR MILK AND DAIRY PRODUCTS

THE FASTEST ROUTE TO ANUGA DAIRY:

FAX +49 221 821-3410

YES, PLEASE SEND US ALL OF THE 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 BREAD & BAKERY, HOT BEVERAGES
- ANUGA ORGANIC
- ANUGA CATERINGTEC
- ANUGA RETAILTEC

WE ARE INTERESTED IN THE FOLLOWING EXHIBITION AREA:

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

MORE INFORMATION? CALL US!

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ANUGA DAIRY IS A HIT!

For Interfood Anuga is an important opportunity to meet our worldwide customers and suppliers. It is also a great place to introduce ourselves to new business partners. For sure we will be there again in 2009.

Han van Hagen, Managing Director,
INTERFOOD BV, The Netherlands

We, Hoorwegt Group, have participated at the Anuga (Dairy) for more than 20 years. Anuga is the place to invite and meet both new and existing customers in a very efficient way. Over the years Anuga has become more and more important. We are convinced that Anuga with its international exposure will keep attracting companies from all over the world.

Rob van der Horst, CEO, HOOGWEGT
GROUP, The Netherlands

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

Lena Schmitz, Assistant to the Executive Director,
ANDECHSER MOLKEREI SCHEITZ GMBH

Streamlined organisation, good team spirit and helpfulness are just a few of the qualities that can be attributed to the organizers of the trade show. We had numerous new cultural experiences related to the different possible applications of our products. We now know why Anuga is viewed across the world as one of the best food trade shows.

Jens Brake, DAIRYGOLD
Deutschland Handels-
gesellschaft mbH

For Landfrisch Molkerei, the largest producer of cottage cheese in Europe with a strong focus on export, Anuga is the perfect place to find new international contacts for the sale of our high-quality cream cheese and butter specialities.

Mag. Ursula Allerstorfer, Head of
Marketing, LANDFRISCH MOLKEREI reg.
Gen.m.b.H., Wels, Austria

We were very satisfied with our participation in the most important European food trade show, as we were able to make contacts with numerous German and international decision-makers. The central role of the trade show for the export business has made us realize that the next Anuga Dairy will also be a key date in our company's event diary.

Winfried Meier, Managing Director of Sales,
MILCH-UNION HOCHFEL eG

Anuga has become the most important central hub worldwide for the products of Austrian food manufacturers. Those who can stand out at the show are quite simply the winners. Austria, a country with great innovative strength and very high quality standards with regard to food products, is increasingly being rewarded by many buyers with complete confidence and growing appreciation. So it's no wonder that we feel quite at home here. Every two years Anuga serves as a touchstone for proving that a company is still among the best in the world.

Dolly Blach, Manager Export Marketing and
Trade Fair Organisation,
AGRARMARKT AUSTRIA MARKETING GesmbH

We have been exhibiting at Anuga for many years now. For us it is always a very important place to be, because we meet a lot of our customers and many important new customers from all over the world. The quality of visitors we meet is very high, so every year we do a very successful job at Anuga. So there's no question at all that we will be at the next Anuga!

Marieke van Stek, Executive Director, VELDHIJZEN KAAS, The Netherlands



Anuga has an especially wide appeal, and in 2007 the event was visited by many very important decision-makers from outside of Germany. For us Anuga is an important instrument to maintain customer care. The favourable conditions in Cologne and at the trade show are simply ideal to invite existing customers in order to strengthen our customer relationships. Whether during the trade show or the extensive supporting programme that is available alongside the trade show, Anuga is an important instrument to maintain customer loyalty. Anuga is also an important instrument for gaining new customers from Germany and abroad. The organisation of the trade show by the Koelnmesse staff before, during and after the event is simply exemplary.

Mike-Sören Dietrich,
Key Account Manager,
Börde Käse GmbH



Käsehof profited from Anuga 07 in more ways than one. There were more buyers and business partners than we had expected – Eastern European countries were especially well represented, and attention was drawn to us by the Taste 07 Award as well as important new contacts. And we could make our presence known among the big players of the food industry.

Petra Knoll, Marketing, Käsehof reg. Gen. mbH



From our point of view, our participation in Anuga Dairy 2007 was a resounding success. It served as the ideal platform to contact our existing customers across the world and to address prospective new clients.

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



At this pure trade show with high-quality visitors we managed to easily make international contacts that led to good international business.

Mag. Dietmar F. Malli, MBA,
Managing Director,
TSC FOOD PRODUCTS GmbH



Arla Foods is one of the largest dairy companies in the world with a complete range of dairy products. Besides meeting our global business partners, we use Anuga to show Arla foods as an overall company, the values and expertise we have, and the product areas we could open up for new business opportunities with our clients. It is important for us to show Arla Foods as an open and modern dairy company in a friendly atmosphere.

Ulrik Venning Hansen, Market Support
Manager, Consumer International,
Arla Foods



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

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



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

Guido Kälin, Head of Cheese Marketing,
Emmi Schweiz AG



In 2007 we participated in Anuga for the first time. We had the opportunity to meet our important clients at our stand and to present our products to our future business partners. We want to give the best to our clients – that is why we need to give them information and also to get the most feedback possible – and Anuga is the best way to do it.

J. Dolezelova, NET PLASY, dairy company,
Czech Republic