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TASTE THE FUTURE

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



A BIG CHUNK OF SUCCESS!

## ANUGA MEAT

THE INTERNATIONAL TRADE SHOW FOR  
MEAT, SAUSAGE, GAME AND POULTRY

 koelnmesse

we energize your business

## WE'VE GOT EVEN MORE TURNOVER IN STORE FOR YOU!

The meat sector is seeing an increase in turnover – regardless of stagnant and even declining prices. One of the reasons is that **the export business is becoming increasingly dynamic, and German meat product manufacturers in particular are reaping the benefits of the growth potential abroad.** At the same time, the self-service area is going from strength to strength. Delicatessen counters now only make up 50 % of the business, with positive growth in the areas of fresh meats and sausages. Meanwhile, sales volumes of poultry are stable in Europe, and are actually increasing in Germany.

At Anuga Meat 2009, you can demonstrate why the meat industry is one of the food sector's leading areas and can also look forward to zesty business deals.

### AT A GLANCE: ANUGA MEAT 2007.

- 762 exhibitors
- 68,933 visitors, 30,085 from Germany\*\*
- around 50,000 square metres of exhibition space

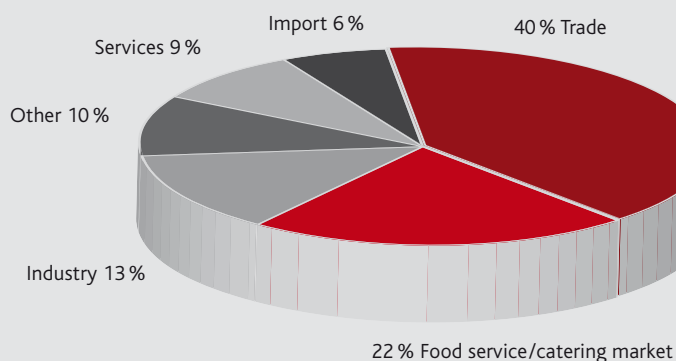
### WHAT HAS ANUGA MEAT GOT GOING FOR IT? EVERYTHING!

- **Professional environment:** Anuga Meat is the platform of choice for the global meat and sausage sector. Almost all leading companies from Germany and abroad and countless small, family-run businesses present their range of products here. Your products will be perfectly integrated into this competitive environment.
- **Specific demand:** Anuga Meat is very clearly structured. Thanks to the separate areas showcasing meat, sausages and poultry, buyers can find the right suppliers quickly and efficiently.
- **Unique visitor structure:** Where else can you meet almost all of the domestic and international top-level decision-makers from the trade and the food service and catering markets? In 2007, the number of international visitors was over 56 %. There is no faster or more efficient way to build up your business abroad.
- **High synergy potential:** Anuga Meat is located close to the thematically related trade shows Anuga Chilled Food, Anuga Frozen Food and Anuga Dairy. This means that the specialized shows will lead visitors from these other segments straight to you. Only Anuga Meat offers you these synergies!

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



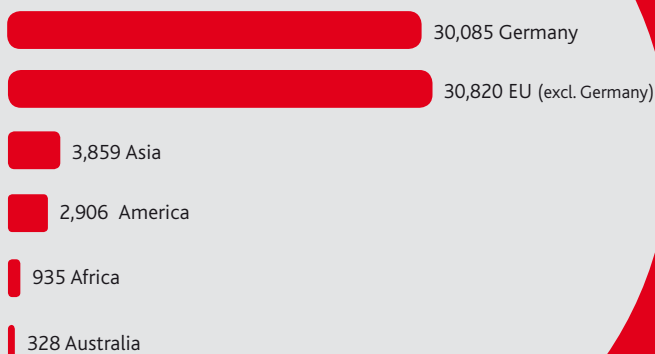
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA MEAT\*



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



## COUNTRY OF ORIGIN OF VISITORS TO ANUGA MEAT\*\*



## LET THE DECISION-MAKERS COME TO YOU!

For good business, you need the right partners — the decision-makers from the trade and the food service and catering market. At Anuga Meat, you can meet all of your target groups in one place:

- **There were more European than domestic visitors to Anuga Meat (30,820 excluding Germany).** In addition, 3,859 decision-makers from Asia and 2,906 from America attended the trade show.
- More than **98% (!) of the exhibitors were satisfied or very satisfied** with the decision-making authority of the visitors.\*

Expand into new sales markets, gain new customers and intensify your existing business ties. Anuga Meat makes it all possible!

## 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!
- Everyone's coming to Anuga! Thanks to **extensive advertising and PR**, we approach all the important decision-makers directly. You'll also benefit from the extensive range of services you can use to arrange, make and strengthen contacts quickly and easily.

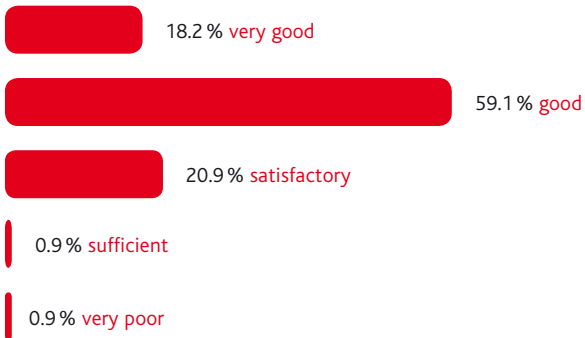
\* Source: Anuga 2007 exhibitor and visitor survey.  
\*\* Number of admissions counted.

# ANUGA MEAT – YOU CAN'T AFFORD TO MISS IT!

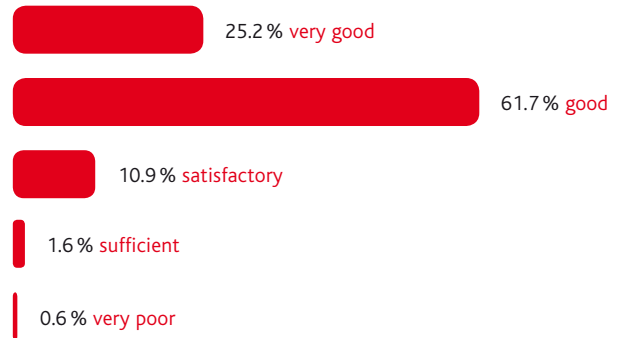
Anuga is the world's most important food and beverage trade show for the trade and the food service and catering market – **and Anuga Meat is the leading**

**domestic and international event for meat, sausage, game and poultry.** There's no better platform to present your products successfully.

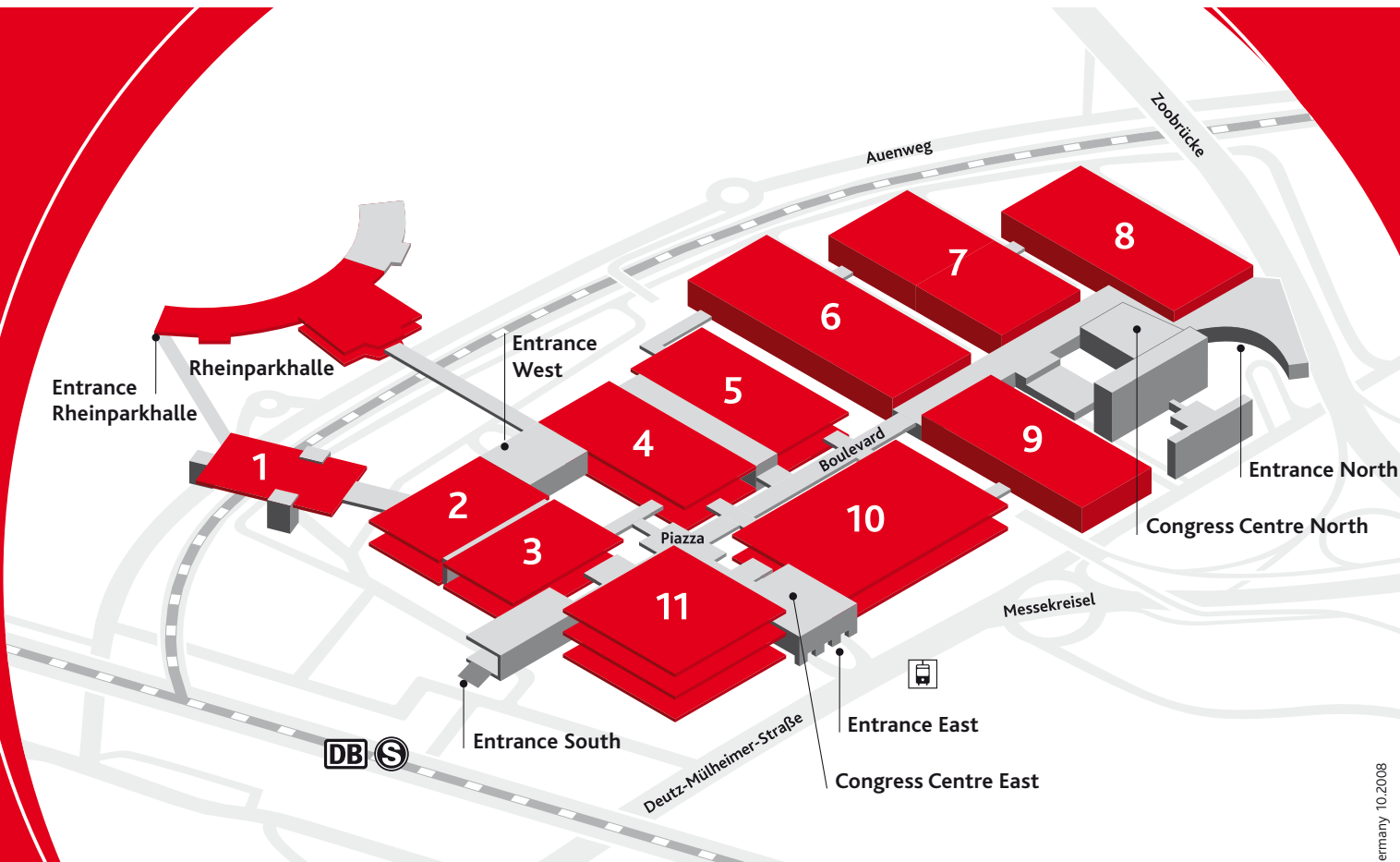
## HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?\*



## 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 MEAT – THE INTERNATIONAL TRADE SHOW FOR MEAT, SAUSAGE, GAME AND POULTRY

**THE FASTEST ROUTE TO ANUGA MEAT:**

**FAX +49 221 821-3410**

**YES, PLEASE SEND US THE COMPLETE REGISTRATION DOCUMENTS.**

COMPANY

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SURNAME, FIRST NAME

---

POSITION

---

ADDRESS

---

TOWN, POSTCODE

---

PHONE/FAX

---

E-MAIL/WEBSITE

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WE ARE A MANUFACTURER/SUPPLIER OF

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## **WE ARE ALSO INTERESTED IN THE FOLLOWING TRADE SHOWS:**

- ANUGA FINE FOOD
- ANUGA DRINKS
- ANUGA CHILLED FOOD
- ANUGA FROZEN FOOD
- ANUGA DAIRY
- 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 MEAT IS A HIT!

THE EXHIBITORS ALL AGREE:  
ANUGA IS THE WORLD'S MOST IMPORTANT MEETING PLACE  
FOR THE FOOD AND BEVERAGE SECTOR.



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

Dirk Wessels, Sales and Marketing  
Manager, EG-Fleischwarenfabrik  
Dieter Hein

« We were looking for a top-quality forum to gain domestic and international customers and were delighted to find it at Anuga 2007. The trade show is the perfect platform for the global players of the food sector – we'll definitely be returning in 2009!

Hubert Kelliger, Sales Manager,  
Westfleisch eG



« Thanks to the show's international focus, Anuga Meat is an important platform for Tillman's to present our current innovations to new and existing customers from Germany and abroad. Once again, we were very happy with the success of the trade show and the countless contacts we made in 2007. Since international business is becoming increasingly important for Tillman's, we'll definitely continue to visit this trade show.

Sven Tönjes, Accountant General,  
Tönnies Fleischwaren & Convenience GmbH & Co. KG