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TASTE THE FUTURE

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



THE NATURE OF SUCCESS!

ANUGA ORGANIC

THE INTERNATIONAL TRADE SHOW
FOR ORGANIC PRODUCTS

 koelnmesse

we energize your business

GO ORGANIC FOR STRONGER SALES!

Demand for organic food is booming – and there's no end in sight. Besides supermarkets and discount stores carrying their own organic product lines, specialised organic supermarkets are boosting growth and increasing demand. "Classic" distribution outlets, such as health food stores and organic shops, are profiting from these developments, too. Yet not just the sales channels for all things organic are becoming more diverse, but also the selection of products. **More and more conventional food manufacturers are now stocking up on organic products.** This also means that the competition and pressure are steadily increasing across all areas, with raw materials growing scarcer and quality assurance playing an increasingly important role. Most importantly, **credibility and trust are still the most important subjects when it comes to the production of organic products.**

You too can share your natural recipe for success: at Anuga Organic 2009.

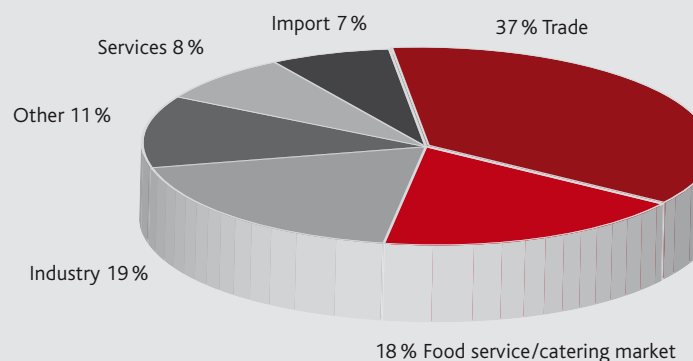
WHAT HAS ANUGA ORGANIC GOT GOING FOR IT? EVERYTHING!

- **A successful debut:** In 2007 Anuga Organic took place for the first time as an independent trade show under the roof of Anuga. Thanks to its compact presentation of organic products from all over the world, the trade show was immensely popular with both exhibitors and visitors.
- **Ideal environment:** Anuga Organic is the only event that presents the entire selection of organic products to all elements of the retail trade, the hotel and restaurant business and the external catering market alike.
- **High level of decision-making authority among visitors:** The number of visitors is just as impressive as their decision-making clout. In 2007 around 95 % of exhibitors were (very) satisfied with the calibre of visitors and praised the number of contacts made.*
- **Huge synergy potential:** As a distinct sector platform, the Anuga Organic trade show enjoys a prime location in the exhibition centre and hence benefits from high synergy potential with the other Anuga trade shows, attracting further potential visitors from related segments. That's totally unique! Only Anuga Organic offers these synergies!
- **Small but dynamic:** Exhibitors of conventional food products who also carry organic products will want to take advantage of a second presentation at Anuga Organic, so as to gain an edge in the high-quality organic sector.
- **Valuable impulses:** Anuga Organic is additionally enhanced by an effective promotional supporting programme and a special show, "Fully Organic", which presents an organic supermarket entirely stocked with organic products.

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



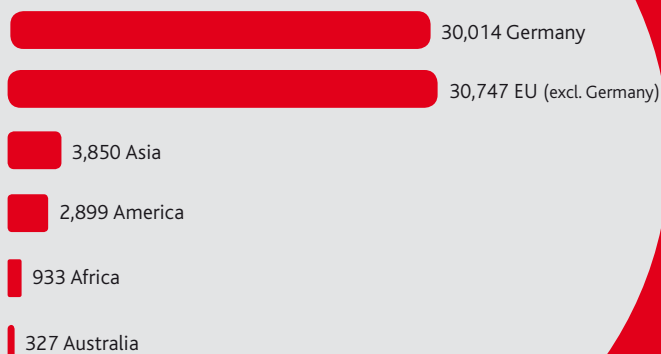
VISITORS PER BUSINESS SECTOR AT ANUGA ORGANIC*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA ORGANIC**



LET THE DECISION-MAKERS COME TO YOU!

For good business, you need the right partners – the decision-makers from the retail trade, the hotel and restaurant business and the external catering market. At Anuga Organic, you'll meet all your target groups in one single place.

- About **95 per cent of the exhibitors said they were (very) satisfied** with the quality of the trade visitors at Anuga Organic!
- According to surveys, in 2007 **all Anuga trade visitors were also interested in Anuga Organic.*** This strong degree of interest means you can expect high business potential!

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

AT A GLANCE: ANUGA ORGANIC 2007.

- 317 exhibitors
- 68,770 visitors, 30,014 from Germany**
- around 6,000 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 ORGANIC – YOU CAN'T AFFORD TO MISS IT!

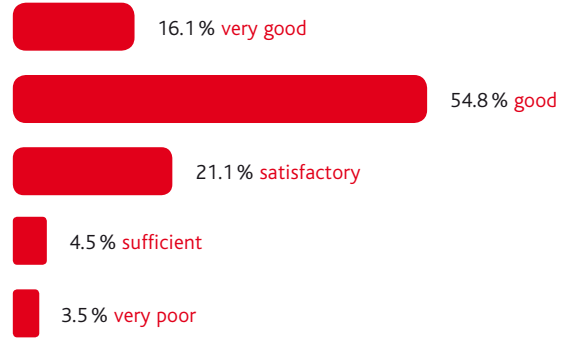
Anuga is the world's most important food and beverage trade show for the retail trade, the restaurant and hotel business and the external catering market –

and Anuga Organic is the leading domestic and international event for organic products. There's no better platform 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 ORGANIC –
THE INTERNATIONAL TRADE SHOW FOR
ORGANIC PRODUCTS**

THE FASTEST ROUTE TO ANUGA ORGANIC:

FAX +49 221 821-3410

YES, PLEASE SEND US THE COMPLETE REGISTRATION DOCUMENTS.

COMPANY

SURNAME, FIRST NAME

POSITION

ADDRESS

TOWN, POST CODE

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 CATERINGTEC
- 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 ORGANIC IS A HIT!

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




"Anuga Organic 2007 more than fulfilled our expectations. Our placement within the Anuga trade show was perfect and guaranteed a high frequency of visitors to our booth. We're delighted to have made numerous excellent contacts, both on the domestic and international levels, and within the retail trade and the restaurant and hotel business, which we would not have made otherwise. That's why we'll certainly be returning to Anuga Organic 2009. The trade show has incredible potential – it's an absolute must for all crucial players of the organic sector."

Bernhard Vogl, Sales Manager, LAURETANA
Germany, Austria and Switzerland



"Anuga Organic 2007 was the perfect place to showcase our product to potential new customers from Germany and abroad. The trade show was a huge success for our company."

Peter Kowalsky, BIONADE



"As a young company, you have to carefully allocate your budget funds. We decided in favour of Anuga because it was the perfect platform for our company to present its products for the first time. The managers at Koelnmesse helped us to create a perfect exhibit, which produced extremely valuable contacts at the domestic and international levels. We'll definitely be returning for the next Anuga."

René Deutsch, General Manager, YANICK + FÉE AG

