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TASTE THE FUTURE

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



SUCCESSFUL SALES!

ANUGA RETAILTEC

THE INTERNATIONAL TRADE SHOW FOR
TECHNOLOGY AND SERVICES FOR THE RETAIL TRADE

 koelnmesse

we energize your business

A CLEARER PROFILE FOR THE RETAIL TRADE. GREATER SUCCESS FOR YOUR COMPANY!

When customers go shopping, they want to be spoiled. The retail trade has to create an exciting world at the point of sale that appeals to customers and is easy to navigate. **Only with an attractive store design, an appealing presentation of products and a modern ambience can you ensure that customers will enjoy visiting and will return again and again.** What's needed are holistic solutions that incorporate all relevant aspects and at the same time meet the challenges of the future, including consumer price consciousness, intense competition and increasingly short-lived innovation cycles.

Show off your cutting-edge store design, new sales concepts and **specific product solutions that will ensure customer and retail satisfaction** – at Anuga RetailTec 2009.

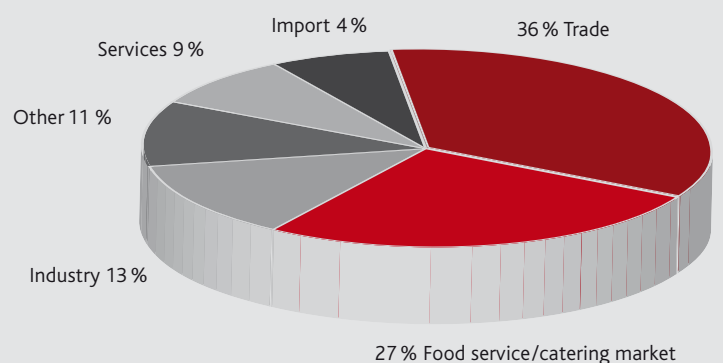
WHAT HAS ANUGA RETAILTEC GOT GOING FOR IT? EVERYTHING!

- **Professional environment:** Anuga RetailTec covers the entire spectrum of store fittings and equipment, refrigeration and lighting technology, disposal, return and cleaning, sales promotion, and communications and IT. In this competitive environment, you and your products are optimally positioned.
- **Unique visitor structure:** Where else can you meet virtually all of the leading domestic and international decision-makers from the food trade and the commercial catering and system catering sectors? In 2007, the number of visitors from abroad measured over 56 %, guaranteeing a fast and efficient boost of your international sales.
- **Exceptional synergies:** Domestic and international food and beverage suppliers will be displaying their products right next to Anuga RetailTec and your trade show stand. This perfect combination of food products, beverages and retail solutions will entice a greater number of visitors to your stand. That's totally unique! Only Anuga RetailTec offers these synergies!

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



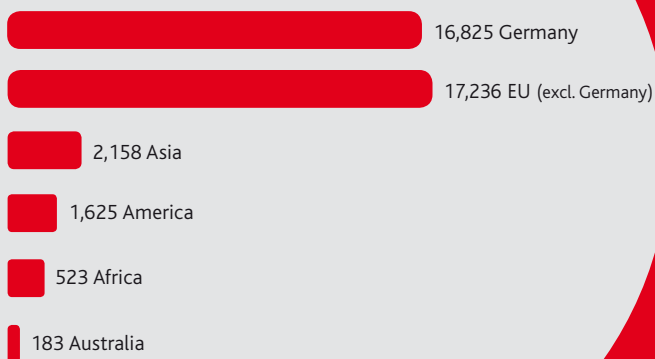
VISITORS ACCORDING TO BUSINESS SECTOR
AT ANUGA RETAILTEC*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA RETAILTEC**



LET THE DECISION-MAKERS COME TO YOU!

For excellent business, you need the right partners: the decision-makers from the food trade and the commercial/system catering sectors. At Anuga RetailTec, all your target groups will be meeting in one place. Over 90 % of our exhibitors were satisfied or very satisfied with their success at the trade show.*

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

AT A GLANCE: ANUGA RETAILTEC 2007.

- 65 exhibitors
- 38,550 visitors, 16,825 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, as well as retail and food service technology. **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 RETAILTEC – YOU CAN'T AFFORD TO MISS IT!

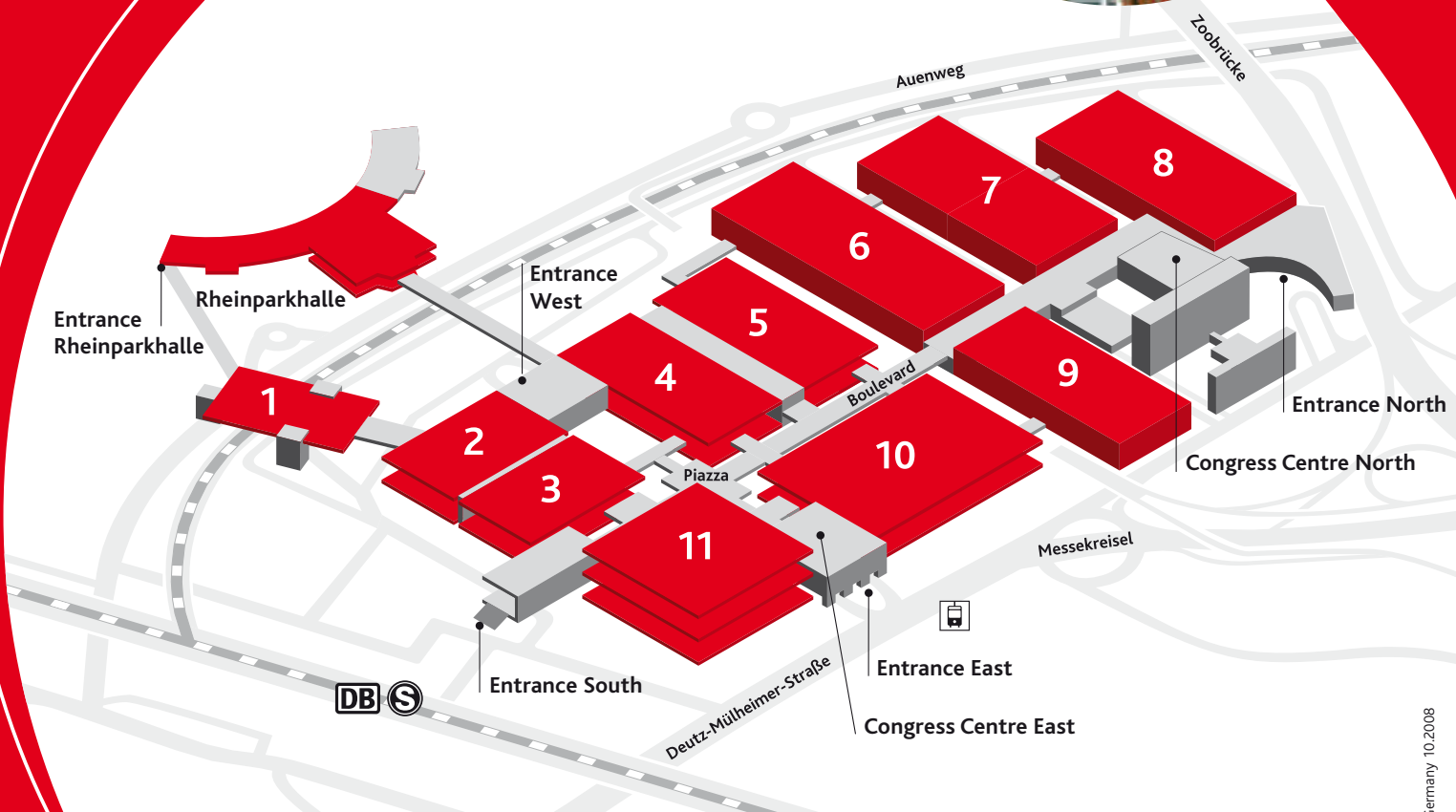
Anuga is the world's most important food and beverage show for the trade and the food service and catering market – and Anuga RetailTec is the **leading domestic and international event** for the areas of shop fittings and

equipment, refrigeration and lighting technology, disposal, return and cleaning, sales promotion, and communications and IT. Could there possibly be a better platform for your successful presentation?

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



* Source: 2007 exhibitor and visitor survey.



MORE INFORMATION? CALL US!

DIETMAR MEYER

PHONE +49 221 821-3245

D.MEYER@KOELNMESSE.DE

Koelnmesse GmbH
Messeplatz 1, 50679 Köln, Germany
Phone +49 221 821-3245
Fax +49 221 821-3410
anuga@koelnmesse.de
www.anuga.com



ANUGA RETAILTEC – THE INTERNATIONAL TRADE SHOW FOR TECHNOLOGY AND SERVICES FOR THE RETAIL TRADE

THE FASTEST ROUTE TO ANUGA RETAILTEC:

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 CATERINGTEC

WE ARE ALSO INTERESTED IN THE FOLLOWING EXHIBITION AREA:

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

MORE INFORMATION? CALL US!

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D.MEYER@KOELNMESSE.DE

ANUGA RETAILTEC IS A HIT!

« Anuga 2007 was a great success for us. We definitely intend to take part in the show in 2009.

Wolfgang Heck, Sales Manager
Professional Cooling, Dometic
WAECO International GmbH



« Anuga has once again proved itself to be the pre-eminent platform for international contacts. At Anuga 2007, we were able to meet our target groups (retail, food) and make interesting contacts.

Nuran Ersoy, Marketing, Oktalite Lichttechnik GmbH

« In 2007 Metalfrio Solutions introduced its solutions in refrigeration for beverages and ice cream for the first time at Anuga, and the results were excellent. Due to the importance and visibility of this show, we consider it the ideal place to introduce our products, exhibit our brands, receive our partners and make new promising contacts.

Adilson Lemos, Marketing Manager,
Metalfrio Solutions S.A.



« At BÄRO GmbH & Co. KG, we see the presentation at Anuga RetailTec at Cologne's Anuga as an important platform for domestic and international contacts with the food sector's leading trading companies. The division according to different themes makes the trade show concept especially clear and accessible for exhibitors and visitors alike, and provides the perfect framework for sales activities. Not only has Koelnmesse set new standards in the European trade show business with the construction of the new Northern Halls, but Koelnmesse Service GmbH is also the perfect partner for helping you to prepare and plan everything for this event. We are looking forward to repeating our success at Anuga RetailTec in 2009.

Bernd Golibrzuch, Head of Trade Fair Organisation,
BÄRO GmbH & Co. KG

« I had already attended Anuga as a visitor and was immediately convinced that this trade show would be an excellent place to showcase our innovative "Packshot Creator" product photo studios to the food sector. It turns out that I was completely right.

Laetitia Carbonel, Office Manager, Packshot Creator