

Press Calendar

Friday, 09th. October 2009

10.00 a.m.	Trend photo- and film session <i>taste09</i> – Innovation Show	Messeboulevard North Congress Centre North
10.00 a.m.	Trend press conference Koelnmesse together with the Federal Association of the German Food Industry (BVE), GfK Panel Services Germany as well as Roland Berger	Presse Centre North Congress Centre North
6.00 p.m.	Anuga Executive Summit* Organiser: Federal Association of the German Grocery Retail Trade (BVL) Berlin; Federal Association of the German Food Industry (BVE), Berlin; The Consumer Goods Forum, Paris (formerly known as CIES); Koelnmesse	Theater am Tanzbrunnen

Saturday, 10th. October 2009

10.00 a.m.	Opening of Anuga * Günter Verheugen, Vice President of the European Commission and Commissioner of Enterprise and Industry Mehmet Mehdi Eker, Minister for Agriculture of Turkey	Congress-Saal Congress Centre East
1.00 p.m.	Press conference Partner country Turkey	Rheinsaal 1/ 2 Congress Centre North
3.00 p.m.	BVE Red Sofa – Employers under discussion with Josef Sanktjohanser (Rewe) (Organiser: BMELV und BVE)	Hall 10.2, Stand A040-C049
4.00 p.m.	Workshop "Intensifying the trade relations between Vietnam and Germany in the Agriculture, forestry and fishing industry" with Parl. Statesecretary Heinen-Esser	Conference room 3-5 Congress-Centre East
5.00 p.m.	Happy Hour at the stand of ProChile with Chilean music, Chilean wine and a Flying Buffet	Hall 3.1, Stand A060/ B096
6.00 p.m.	German Traders' Night – Meet the German Food-Exporters*	Kristallsaal Congress Centre West

Sunday, 11th. October 2009

10.30. a.m.	Press briefing „Trends shaping Drinks“ Institute for Future Kelkheim and Koelnmesse	Press Centre North
10.30 a.m.	Inaugural Press conference of the German-Turkish Economic Forum DTFOOD within Anuga	Offenbachsaal Congress Centre East
10.30 a.m.	Degustation "Frosinone" with products of Ciociaria Tartufi, Scarchilli und Pastificio Zaffiri	Hall 11.3, Stand G10-H15
11.00 a.m.	German-Turkish Food Congress with Parl State Secretary Ursula Heinen-Esser	Offenbachsaal Congress Centre East
11.00 a.m.	BVE Red Sofa – Employers under discussion Interview with "Lebensmittelzeitung" (Organiser: BMELV and BVE)	Hall 10.2, Stand A040-C049
11.00 p.m.	Anuga-Morning Pint Talk of the famous WDR-moderator Gisbert Baltes with interesting guests about "wine, beer & truths" on the market place gastronomy	Hall 8.1, Satnd B069
11.30 a.m.	Press- and film session for charity action "Healthy Food for Kids" together with "Deutsches Kinderhilfswerk e.V." at the stand of Friki Geflügel GmbH	Hall 7.1, Stand B039
11.30 p.m.	Press conference - Brazil –among others with Alessandro Teixeira (President of Apex Brasil) and further Presidents of the Brazilian Food sector. Afterwards with degustation of the best Brazilian drinks and food.	Kristallsaal Congress-Centrum West
11.30 a.m.	Press conference Italgnocchi SPA	Conference room B Congress Centre North
12.00 a.m.	Press conference Russian companies at Anuga 2009	Rheinsaal 3 / 5 Congress Centre North
12.30 p.m.	Degustation „ Latina" with produkts of Olio Cetrone, Casabianca, Pac Di Viteliseo	Hall 11.3, Stand G10-H15
1.00 p.m.	Press conference „Lasting fish-purchase — initiative for displaying the situation" among other things with Ilse Aigner, Federal	Conference room D Congress Centre North

	Minister of Food, Agriculture and Consumer Protection (BMELV), Berlin, BVL, vTI; BMV Followed by a round-tour with Federal Minister of Food, Agriculture and Consumer Protection Ilse Aigner (about 1.45 p.m.)	
2.00 p.m.	Press conference Marocco with Abdellatif Maâzous (Foreign Commerce Secretary of Kingdom Marocco and Saâd Benabdallah, General Director Maroc Export)	Conference room 3 - 5 Congress Centre East
2.00 p.m.	Tefal invites round about sports among other things with Sandra Minnert (Womensoccerplayer-International) and Günther Wagner (Institute for Sportsnutrition e. V.) at the Stand of Tefal	Hall 10.2, Stand F034
2.30 p.m.	Degustation „Roma Latina“ with produkts of Pastyling, Castelli, Tenuta die Guitti	Hall 11.3, Stand G10-H15
3.00 p.m.	BVE Red Sofa – Employers under discussion Interview with “Lebensmittelzeitung” (Organiser: BMELV and BVE)	Hall 10.2, Stand A040-C049
3.00 p.m.	Press conference Cafeahaus AG Formerly known as k-fee AG	Conference room B Congress Centre North
3.00 p.m.	Signing autographs with Konny Reimann at the stand of Halbstädter	Hall 5.2, Stand D008
4.30 p.m.	Degustation „Viterbo“ with products of Uniesport, Oleificio Sociale Cooperativo Agricolo	Hall 11.3, Stand G10-H15
5.00 p.m.	Dairy unlimited 2009 – Chances and Advantage! The Anuga Get-Together of the international Dairy-Business (Organiser: Koelnmesse GmbH, in cooperation with MIV)	Congress-Saal, Congress Centre East
5.00 p.m.	Happy Hour at the stand of ProChile with Chilean music, Chilean wine and a Flying Buffet	Hall 3.1, Stand A060/B069
6.00 p.m.	Frozen Food 2009 with the granting of the “Golden Ice Crystal Awards 2009” Exclusive evening of the Frozen Food Industry (Organiser: dti, Quick Frozen Foods Intl., LPV)	Offenbachsaal Congress Centre East

Monday, 12th. October 2009

9.30 a.m.	"Lasting fish-purchase – but how?" Panel discussion among other things with Jürgen Markgraf (Frosta), Jürgen Matern (Metro), Dr. Iris Menn (Greenpeace), BVL; FIZ; vTI, Companies from the fishing business and trade	Kristallsaal, Section II Congress Centre West
10.00 a.m.	International Press Breakfast International Confectionary Trade Fair ISM and ProSweets Cologne	Rheinsaal 4 / 6 Congress Centre North
10.30 a.m.	<i>Is not going to take place:</i> Press conference „Food Product Market in Poland“ with Marek Sawicki (Minister for agriculture and development of rural area, Poland)	Rheinsaal 3 / 5 Congress Centre North
10.30 a.m.	Degustation „Viterbo“ with products of Cooperat. Olivicola Canino und Azienda Agricola la ' Gentile	Hall 11.3, Stand G10-H15
11.00 a.m. - 17.00 p.m.	„Destination India - Investment, Sourcing & Business Opportunities“ with a networking-lunch followed by a reception at the BMELV stand	Press Centre East Congress Centre East
11.30 a.m.	BVE Red Sofa – Employers under discussion with Hans Günther Trockels (Kuchenmeister) (Organiser: BMELV and BVE)	Hall 10.2, Stand A040-C049
11.30 a.m.	Press conference Castile – La Mancha with José Luís Martínez Guijarro (Minister for Agriculture and Rural Development of the Autonomous Community of Castille-La Manch)	Blauer Salon Passage 3 / 11
11.30 a.m.	Press talk at the Stand of Consorzio del Prosciutto di Parma	Hall 5.2, Stand A061
12.00 a.m. till 3.00 p.m.	Press talk with snacks at the Stand of Dr. Schär Deutschland GmbH – DS Dietary Specials	Hall 4.1, Stand D039
12.30 p.m.	Press conference Metro	Rheinsaal 4 / 6 Congress Centre North
12.30 p.m.	Degustation „Roma“ with products of Argentati, Pieri und La Quercia	Hall 11.3, Stand G10-H15
1.00 p.m.	Presentation and Degustation	Hall10.2, C20/D29

	of chocolates and pralines with the founder of AMEDEI, Cecilia Tessieri (Maître Chocolatier) at the Stand of Viani Importe	
1.30 p.m.	Press conference Reinert	Rheinsaal 3 / 5 Congress Centre North
2.00 p.m.	Healthy Food „Is Childs´ Play“ at the Stand of Tefal with Prof. Dr. med. Bernd Wüsten (Chief Physician at the hospital at the Southern Park, Cardiological Rehab clinic, Bad Nauheim) and gourmet-chef Thomas Bühner	Hall 10.2, Stand F034
2.30 p.m.	Press briefing at the Stand of Deloitte / SAP/ Softproviding Deloitte Consulting GmbH	Hall 5.2, Stand B40
2.30 p.m.	Degustation „Frosinone“ with products of Agri.Api.Bio, Pastificio Fioravanti, Acqua Filette und Mon Desir	Hall 11.3, Stand G10-H15
3.00 p.m.	Press conference Gepa	Conference room B Congress Centre North
3.00 p.m.	BVE Red Sofa – Employers under discussion with Prof. Ulrike Detmers (Mestemacher) (Organiser: BMELV and BVE)	Hall 10.2, Stand A040-C049
3.30- 4.30 p.m.	Award prize for food North Rhine Westphalia handed out by Environment minister Eckhard Uhlenberg	Hall 10.2 Stand C041/C049
4.00 p.m.	Regulars´ Table for meat products buyer with Konni Reimann at the Stand of Halberstädter	Hall 5.2, Stand D008
4.00 p.m.	Press conference SOPEXA	Conference room E Congress Centre North
4.00 p.m.	Halbstädter regulars´ table “New positioning, new campaign, new products” with Halbstädter Sausages and Cans Market GmbH and the most famous emigrant of Germany Konny Reimann	Hall 5.2,
4.30 p.m.	Degustation „Latina“	Hall 11.3, Stand G10-H15

- with products of Ortocori,
Scherzerino und Fimardolci
- 5.00 p.m. **The Swedish Ice Bar-Party**
at the Stand of the Swedish Food Federation Hall 10.2, Stand E073
- 6.00 p.m. **Develey-Stand-event**
with TV-cook Ralf Zacherl Hall 11.2, Stand A008/B009
- 6.45 p.m. **"Trends and perspectives at the German
food trade" ***
– Operating departement &
Apéro Riche, Referee Michael Gerling,
Executive director of BVL
Organiser: OSEC Business Network Gürzenich Köln
Gürzenich Rats-Stube
- 7.00 p.m. **7th „Dance at the cooker“***
The big event of the branch
at the Stand of CreativeKitchen Hall 7, Stand E100

Tuesday, 13th. October 2009

- 9.30 a.m. **"Lasting fish-purchase – but how?"**
Panel discussion among other things with
Kathrin Runge (Gottfried Friedrichs), Kerstin Jürges
(Edeka), Heike Vesper (WWF); BVL;
FIZ, vTI, companies from the fishing
business and trade Kristallsaal, Section II
Congress Centre West
- 9.30 a.m. **Presse-Talk**
„Exotic juices made in Brazil“ Konferenzraum C
Presse-Centrum Nord
- 10.30 a.m. **Round-tour with Marian Fischer Boel,**
EU commissioner for agriculture and
agrarian development starts at Guest-Club East
Congress-Centre East
- 10.30 a.m. **Degustation „Latina“**
with products of La Maggiarra,
Battista Franca und Pasta Paone Hall 11.3, Stand G10-H15
- 11.00 a.m. **Press conference**
TransFair Conference room D
Congress Centre North
- 11.00 a.m. **1. Award of the federal prize
to the German milk manufacturer***
handed out by Parl State Secretary Ursula
Heinen-Esser and DLG-president
Carl-Albrecht Bartmer Kristallsaal
Congress Centre West
- 11.30 a.m. **BVE Red Sofa – Employers under discussion**
with Dr. Werner Wolf (Bitburger)
(Organiser: BMELV and BVE) Hall 10.2,
Stand A040-C049

12.00 p.m.	Press Conference with Sarah Wiener and WWF at the stand of fish & more	Hall 4.2, Stand B011
12.30 p.m.	Degustation „Frosinone“ with products of Sulpizio Tartufi, L´ Antica Mola, Olio Quattrociocchi und Cons. Export	Hall 11.3, Stand G10-H15
2.00 p.m.	Sarah Wiener at the stand of Mestemacher GmbH	Hall 3.2, Stand B020 C029
2.00 p.m.	Healthy Nutrition = Amount of ingredients? Speech about Overweight at the Stand of Tefal	Rheinsaal 4 / 6 Congress Centre North
2.00 p.m.	Association of the Gelati World Cup 2010 At the stand of DEHOGA, afterwards a small seminar about chocolate ice cream with degustation for seminar participators	Hall 8.1, B069
3.00 p.m.	BVE Red Sofa – Employers under discussion with Dr. Helfried Giesen (Westfleisch) (Organiser: BMELV and BVE)	Hall 10.2, Stand A040 C049
3.30 p.m.	Degustation „Viterbo“ with products of Coop. Olivicola Alta Sabina de Angelis	Hall 11.3, Stand G10-H15

Wednesday, 14th. October 2009

11.00 a.m.	BVE Red Sofa – Employers under discussion with Edmund Merl (Merl) (Organiser: BMELV and BVE)	Hall 10.2, Stand A040-C049
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Daily Arrangements

Daily on the half hour	Show Cooking with organic top level cooks Alfred Fahr and Konrad Geiger within the special show "Voll Bio"	Hall 05.1, Stand E01/F02
Daily 10.00 a.m. - 11.30 a.m.	Press-brunch at the stand of Proviande	Hall 5.2, Stand B051
Daily 10.00 a.m. – 5.00 p.m.	High Art of Patisserie with the chocolate of Caffarel, Turin, at the stand of Viani Importe	Hall 10.2, C020/D029
Daily 12.00 a.m.	Cooking demonstration and tasting of Specialities from Salerno	Hall 11.3, Stand E028/F029
Daily 2.00 p.m.	Guided tasting of fancy foods from the region of Basilicata	Hall 11.3, Stand D038a

* Only with special invitation

Subject to change!

Cologne, 12.10.2009 – 3100-Anuga