


Trade fair	Anuga 2011	
Date of the event	October 08 – 12, 2011	
Organizer	- Koelnmesse GmbH Messeplatz 1, 50679 Cologne - Bundesverband des Deutschen Lebensmittelhandels e.V. (BVL) Am Weidendamm 1A, 10117 Berlin	
Conceptual sponsor	- Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (BVE) Haus der Land- und Ernährungswirtschaft Claire-Waldoff-Straße 7, 10117 Berlin - Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA) Am Weidendamm 1A, 10117 Berlin	Anuga 2011 October 08 –12, 2011  <a href="http://www.anuga.de">www.anuga.de</a> <a href="http://www.anuga.com">www.anuga.com</a>  Contact: Dietmar Eiden Tel. + 49 221 821-2240 Fax + 49 221 821-3410  e-mail <a href="mailto:d.eiden@koelnmesse.de">d.eiden@koelnmesse.de</a>
Venue	Cologne Exhibition Center	
Opening times	For exhibitors 08.00 a.m. to 19.00 p.m. For visitors 09.00 a.m. to 18.00 p.m.	
Admission fees	Day ticket, advance sale 29,00 € Day ticket, ticket office 50,00 € Two-day ticket, advance sale 48,00 € Two-day ticket, ticket office 60,00 € Three-day ticket, advance sale 58,00 € Three-day ticket, ticket office 70,00 € Four-day ticket, advance sale 65,00 € Four-day ticket, ticket office 80,00 € Season ticket, advance sale 70,00 € Season ticket, ticket office 86,00 €	
Catalogue (detailed information will follow)	€	
Product segments	Anuga Fine Food; Anuga Drinks; Anuga Chilled & Fresh Food; Anuga Meat; Anuga Frozen Food; Anuga Dairy; Anuga Bread & Bakery, Hot Beverages; Anuga Organic; Anuga FoodService; Anuga RetailTec; Special Topics: WellFood Forum	

Fair profile	Trade Fair for the International Food Industry Leading fair for industry, trade and catering trade in the food and beverage sector
Mailing of registration forms to exhibitors	May 2010
Hall occupancy	Halls 1 – 11
Construction and dismantling periods	28.09.2011 – 17.10.2011
Access rights	Trade visitors only
Target groups (visitors)	Anuga is open to trade visitors only. The following groups are permitted to attend: decision-makers (managing directors, procurement/purchasing, market administration, sales, marketing) from food retailers and wholesalers, beverage retailers and wholesalers, trading cooperatives, drugstores, health food stores, trade representatives, food importers and exporters, skilled food trades, the food industry and suppliers to the food industry. Also: employees with responsibility from food service and catering companies serving segments such as hotels, traditional catering, system/brand catering, company canteens and communal/institutional catering. Also permitted to attend are employees with responsibility from departments for the procurement and use of technical facilities and equipment; the segment of large-scale kitchen planning; and the specialist trade for technology for large-scale catering facilities. Also admitted are employees of nutrition institutes, nutritionists, home economists and food technologists. Students and

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	<p>school pupils in certain areas of study can obtain admission tickets and gain permission to visit the event exclusively from the Federal Association of the German Retail Grocery Trade (BVL) – following official approval.</p>
Target groups (exhibitors)	<p>Manufacturers, importers and wholesalers</p> <ul style="list-style-type: none"> <li>- of food and drinks</li> <li>- of catering technology</li> <li>- of retail technology/shop fittings</li> <li>- Suppliers of services for the catering sector and the food retail trade</li> <li>- Trade agencies</li> <li>- Suppliers of specialties</li> <li>- Suppliers of fresh convenience products</li> </ul>
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<p>Figures for the previous event (2009)</p>	
Exhibitors	6.522 from 98 countries
Gross exhibition space	287.000 sqm gross
Visitors	149.349 Trade visitors from 180 countries (63 % trade visitors from abroad)
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Project management	<p>Mr. Dietmar Eiden  <a href="mailto:d.eiden@koelnmesse.de">d.eiden@koelnmesse.de</a></p>
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