

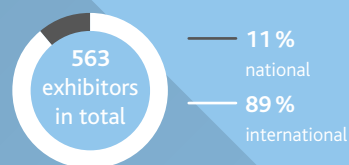


TASTE THE FUTURE
COLOGNE,
05.–09.10.2019

Anuga Frozen Food
Everything at a glance.

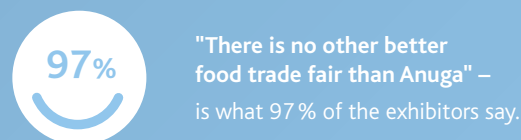
EXHIBITORS*

Origin of the exhibitors

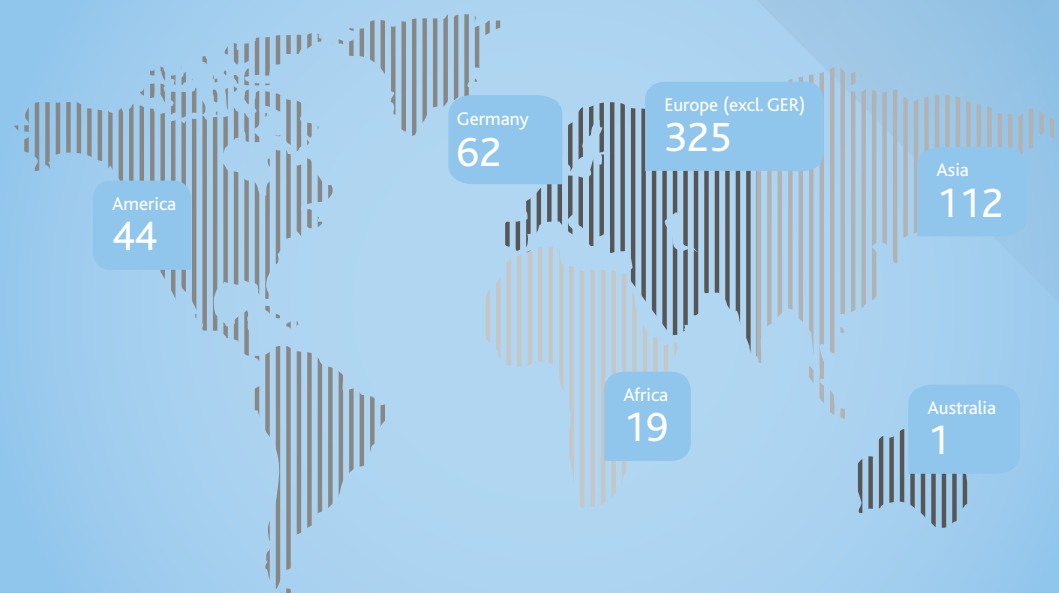


Top countries of origin of the exhibitors (excl. Germany)

1	China
2	Italy
3	Belgium
4	France
5	The Netherlands
6	Greece
7	Spain
8	Egypt
9	Serbia
10	Poland

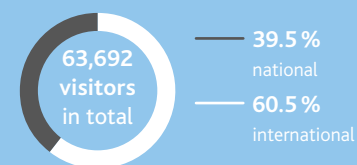


Origin of the exhibitors from abroad



VISITORS

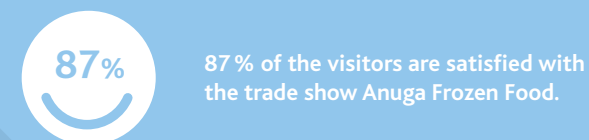
Origin of the visitors



Origin of the visitors from abroad



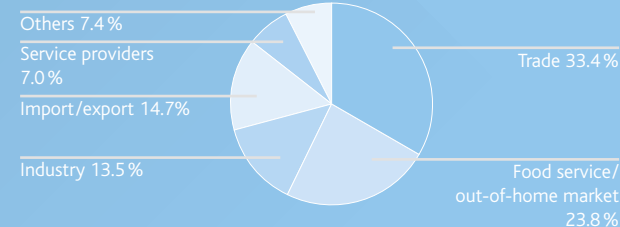
Europe (excl. Germany)	21,695
Asia	7,938
America	5,665
Africa	1,956
Australia	1,272



Influence on procurement/purchasing decisions

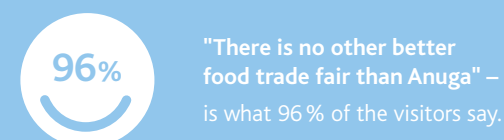
Key responsibility	32.3%
Co-responsibility	27.7%
Advisory/influential	16.8%
Not involved	10.3%
Others	12.8%

Economic branches



Area of responsibility (single response)

Business, company, factory managers	24.4%
Purchasing, procurement	12.1%
Production and Maintenance	6.7%
Research and Development	6.9%
Sales, Marketing, PR	25.5%
Logistics, warehouse, IT	2.0%
Finances, Administration	3.5%
Other trade visitors	19.0%



Top countries of origin of the visitors (excl. Germany)

1	The Netherlands	6	People's Republic of China
2	France	7	Italy
3	Belgium	8	Thailand
4	Spain	9	Australia
5	USA	10	Finland