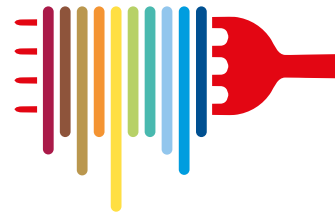




TASTE THE FUTURE
COLOGNE 07. – 11.10.2017

**10 TRADE SHOWS
IN ONE**



Global. Leading. Pioneering.

Unique.

Anuga is the leading export platform with 7,189 exhibitors from 109 countries.

Focused.

Anuga bundles around 160,000 decision makers from the retail and out-of-home market.

Innovative.

Anuga is systematically focused on the future with 10 trending topics.

Valuable.

Anuga offers an extensive supporting programme with lectures, special exhibitions, and attractive industry events.



Anuga 2015 Facts and Figures.

TOTAL ANUGA

Exhibitors and Visitors 2015

Exhibitors	7,189
Visitors	158,603

PRESS COVERAGE

1,662 journalists from 55 countries

foreign share	29.0 %
Almost 13,000 articles in Germany and abroad	
Over 2,000 new products	

EXHIBITORS*

Origin of exhibitors



total: 7,189
international:
6,407
national: 782

Origin of exhibitors from abroad

Europe (excl. Germany)	3,898
Asia	1,401
America	803
Africa	260
Australia	45

Assessment of
visitor quality



66 %

exhibitors classified according to trade fair

Anuga Fine Food	3,942
Anuga Frozen Food	541
Anuga Meat	837
Anuga Chilled & Fresh Food	90
Anuga Dairy	397
Anuga Bread & Bakery / Hot Beverages	432
Anuga Drinks	525
Anuga Organic	251
Anuga Culinary Concepts	174

There is no better
food fair than Anuga

93 %
agree

Top exhibitor countries (excl. Germany)

Italy
China
Spain
Turkey
France
Netherlands
Greece
USA
Great Britain
Belgium

VISITORS

Origin of visitors



Total: 158,603
International
(from 192 countries):
109,403
national: 49,200

Origin of visitors from abroad

Europe (excl. Germany)	71,369
Asia	20,631
America	11,036
Africa	4,810
Australia	1,557

Overall
assessment

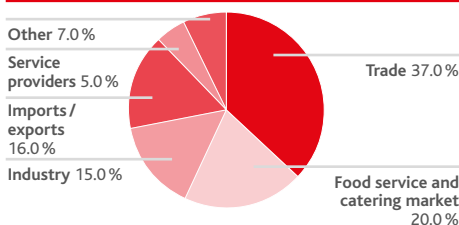


82 %

Influence regarding purchasing/ procurement decisions

Decisive	33.0 %
Among others decisive	27.0 %
Guiding/influential	20.0 %
Not involved	9.0 %
Students	10.0 %
Other	1.0 %

Business sectors



Function

Management boards or committees	26.0 %
Purchasing, procurement	15.0 %
Production and maintenance	8.0 %
Research and development	7.0 %
Sales, marketing, PR	25.0 %
Logistics, warehousing, IT	2.0 %
Finance, administration	1.0 %
Other trade visitors	16.0 %

Top visitor countries (excl. Germany)

Netherlands
Italy
Great Britain
Turkey
Poland
France
Spain
Belgium
China
USA

There is no better
food fair than Anuga

95 %
agree

* Data collection based on Anuga 2015