



**TASTE THE FUTURE**  
COLOGNE,  
05. – 09.10.2019

## Anuga 2017 Figures. Data. Facts.

### ANUGA IN TOTAL

#### Exhibitors and visitors 2017

	7,405
	165,008

### PRESS COVERAGE



**1,405 journalists from 50 countries**

From outside Germany	26 %
Almost 13,000 articles in Germany and abroad	

### ANUGA *taste* INNOVATION SHOW



**Over 2,300 product innovations were presented**

67 new products were distinguished with the taste Innovation Award

## EXHIBITORS\*

### Origin of the exhibitors



### Origin of the exhibitors from abroad

Europe (excl. Germany)	4,087
Asia	1,492
America	851
Africa	224
Australia	35



**66 %** of the exhibitors are very satisfied/ satisfied with the quality of the visitors.

### Exhibitors acc. to trade fairs

Anuga Fine Food	3,866
Anuga Frozen Food	563
Anuga Meat	907
Anuga Chilled & Fresh Food	126
Anuga Dairy	418
Anuga Bread & Bakery	389
Anuga Hot Beverages	161
Anuga Drinks	576
Anuga Organic	250
Anuga Culinary Concepts	149



**"There is no other better food trade fair than Anuga" – is what 93 % of the exhibitors say.**

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

1 Italy
2 Spain
3 People's Republic of China
4 Turkey
5 Greece
6 France
7 The Netherlands
8 Poland
9 United Kingdom
10 Belgium

## VISITORS

### Origin of the visitors



### Origin of the visitors from abroad

Europe (excl. Germany)	72,530
Asia	23,322
America	16,785
Africa	6,593
Australia	2,810

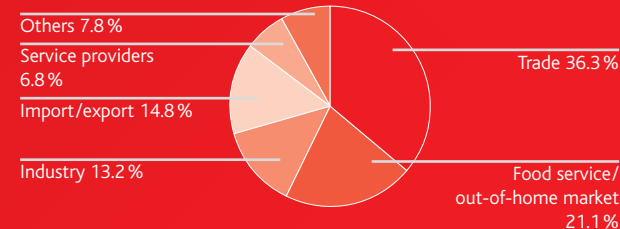


**83 %** of the visitors are satisfied.

### Influence on procurement/purchasing decisions

Key responsibility	35,6 %
Co-responsibility	27,2 %
Advisory/influential	17,2 %
Not involved	9,3 %
Others	10,6 %

### Economic branches



### Area of responsibility

Business, company, factory managers	27,4 %
Purchasing, procurement	12,3 %
Production and Maintenance	6,2 %
Research and Development	6,9 %
Sales, Marketing, PR	25,4 %
Logistics, warehouse, IT	2,0 %
Finances, Administration	3,0 %
Other trade visitors	16,7 %



**"There is no other better food trade fair than Anuga" – is what 96 % of the visitors say.**

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

1 The Netherlands	6 France
2 Italy	7 Poland
3 United Kingdom	8 Turkey
4 People's Republic of China	9 Belgium
5 Spain	10 USA