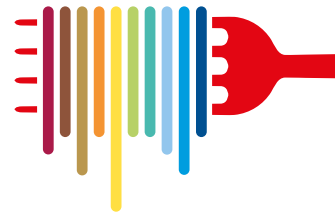




TASTE THE FUTURE
COLOGNE 07. – 11.10.2017

10 TRADE SHOWS
IN ONE



Anuga Fine Food

Leading.

We are the leading export platform with 3,942 exhibitors from 90 countries.

Attractive.

With more than 103,000 visitors from the retail and out-of-home market, 80 % of which are decision makers.

Extensive.

Fine foods, gourmet and staple food at a glance:
international, innovative, inspiring.

Committed to contact.

Attractive supporting programme with lectures, discussions,
and an intense exchange of ideas.



Anuga Fine Food Facts and Figures 2015



EXHIBITORS

Origin of exhibitors



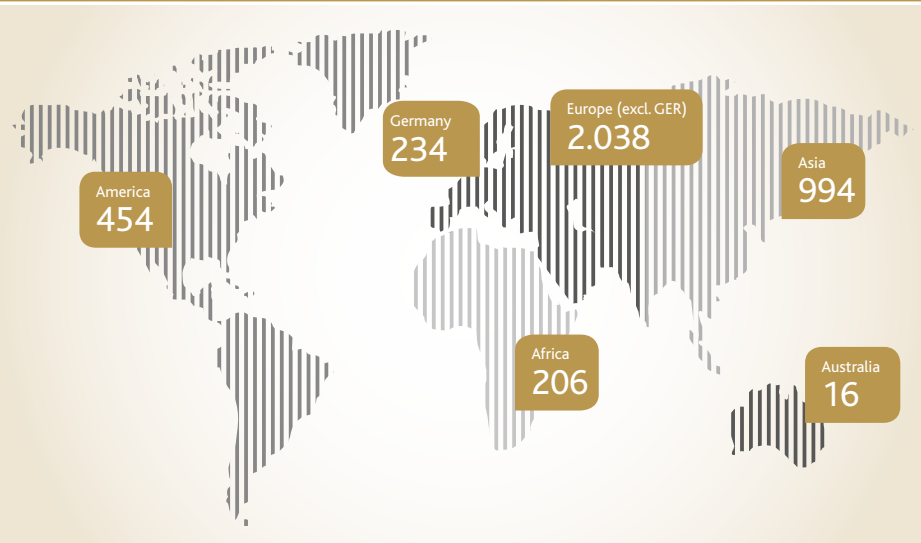
total: 3,942
international: 3,708
national: 234

Assessment of
visitor quality



65 %

Origin of exhibitors



Top exhibitor countries (excl. Germany)

Italy
China
Spain
Turkey
Greece
Thailand
France
USA
Great Britain
India

There is no better
food fair than Anuga

92 %
agree

VISITORS

Origin of visitors

Germany	31,023
Abroad	72,386

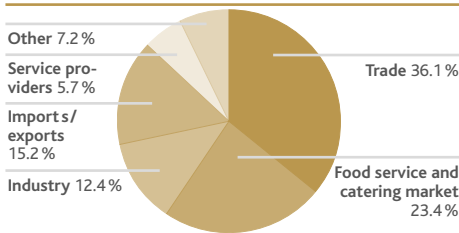
Origin of visitors from abroad

Europe (excl. Germany)	47,051
Asia	13,753
America	7,239
Africa	2,895
Australia	1,448

Function (simple response)

Management boards or committees	27.5 %
Purchasing, procurement	14.0 %
Production and maintenance	7.8 %
Research and development	6.9 %
Sales, marketing, PR	24.1 %
Logistics, warehousing, IT	1.1 %
Finance, administration	2.2 %
Other trade visitors	16.4 %

Business sectors



Influence regarding purchasing/ procurement decisions

Decisive	33.9 %
Among others decisive	25.5 %
Guiding/influential	20.3 %
Not involved	8.4 %
Students	11.4 %
Other	0.5 %

Top visitor countries (excl. Germany)

Netherlands
Great Britain
USA
France
Belgium
Spain
Italy
India
UAE
China

Overall assessment
of Anuga Fine Food



88 %

There is no better
food fair than Anuga

95 %
agree