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Final Report

Anuga 2015: In addition to a record number of exhibitors, growth in attendance

Around 160,000 trade visitors from 192 countries

Quality of the visitors convinces the exhibitors across the board

Anuga in Cologne unparalleled as a business and information platform

Partner country Greece demonstrates the diversity of its food industry

After a record number of exhibitors, Anuga 2015 also increased its attendance figures. Around 160,000 trade visitors from 192 countries attended Anuga in Cologne from 10 to 14 October 2015. "Anuga is unparalleled as a business and information platform for the global food industry," said Gerald Böse, President and Chief Executive Officer of Koelnmesse. "Once again this year, it has clearly underlined its position as the leading international trade fair." Anuga 2015 presented over 7,000 exhibitors from 108 countries. The share of foreign exhibitors was 89 percent and the share of foreign visitors was 68 percent. The exhibitors were particularly impressed by the quality of the visitors. Decision-making buyers from the trade and from the food service sector ensured that the trade fair took a dynamic course. The 33rd Anuga was opened on Saturday, 10 October 2015 by Christian Schmidt, the German Minister for Food and Agriculture, and Evangelos Apostolou, the Greek Minister for Agricultural Development and Food. Greece was the partner country of Anuga 2015 and the country was successfully represented by over 200 Greek exhibitors, who presented the entire variety and quality of Greece's food industry. The international significance of Anuga for the food sector was also an occasion for numerous high-ranking political delegations from Germany and abroad to visit Anuga.



Anuga
10.10.–14.10.2015
www.anuga.com

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"Anuga 2015 exceeded our expectations. The high interest shown by exhibitors and visitors from Germany and abroad is impressive and underlines the significance of Anuga as the world's most important trade fair for food and drinks," observed Friedhelm Dornseifer, President of the Association of the German Retail Grocery Trade (BVLH), highly satisfied. "Once again this year the trade visitors were able to test thousands of high-quality and innovative products." The huge diversity clearly reflects the food trends that have been accompanying us for some time already. Good taste and fresh goods have always been important for the consumers. Furthermore, the theme convenience gains ever-increasing relevance. Today, our food has to be easy to consume and easy to cook. Those companies that succeed in linking these characteristics with healthy and sustainable aspects have good prospects of achieving high sales."

"Anuga is the global marketplace and trendsetter for food and drinks every two years. Once again in 2015, we were able to impressively demonstrate which measures German companies take every day for the quality, safety and diversity of the "Made in Germany" seal and how food producers fulfil the wishes of consumers worldwide with a customised range of products, said Dr. Wolfgang Ingold, Chairman of the Federation of German Food and Drinks Industries (BVE). "Hence, we have reached our goals: Anuga offers fair participants the opportunity to experience the entire world of food and drinks in all its extraordinary diversity, like no other trade fair."

Ingrid Hartges, Chief Executive of the DEHOGA Federal Association, drew a positive balance for the trade fair: "Anuga 2015 was an impressive exhibition. Trends, products and service solutions from over 100 nations were our guests here in Cologne. Eating and drinking - that connects the world. The trade fair was a source of inspiration and an important stimulus for many food service professionals. For five days, our food service marketplace was a well-attended, communicative, innovative and international platform and central point of contact for food service trends, business contacts and manifold taste experiences."

The Anuga exhibitors used the trade fair intensely to present new products and concepts to the thoroughly interested trade audience that was keen to place orders. A wide spectrum of innovative convenience and ready-to-cook products as well as vegan and health products provided numerous impulses. Many of the exhibitors targeted the growing out-of-home or to-go market.

Both the visitors and the exhibitors were highly interested in learning information about trends and developments on the international food and drinks market. According

to surveys, in addition to vegan food, vegetarian offers are also in high demand as well as organic and fair trade products. Also "free-from" concepts - for example lactose-free and gluten-free products are extremely trendy. Halal products had their own platform at Anuga. Themes such as the appreciation of food, the reduction of food waste primarily in the industrial countries, traceability, animal welfare and sustainability will continue to shape the discussions about food and drinks in the future.

Anuga in figures:

7,063 companies from 108 countries took part in Anuga 2015 on exhibition space covering 284,000 m². These included 769 exhibitors from Germany and 6,294 exhibitors from abroad. The share of foreign exhibitors was 89 percent. Around 160,000 trade visitors from 192 countries attended Anuga 2015, the foreign share was 68 percent.

**The next Anuga will take place from
7 to 11 October 2017.**

Note for editorial offices:

Anuga photos are available in our image database on the Internet at www.anuga.com in the "Press" section.

Press information is available at: www.anuga.com/pressinformation

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Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in Columbia, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

www.global-competence.net/food

Next dates:

Sweets & Snacks Middle East
27.- 29.10.2015 in Dubai

World of Food Beijing – powered by Anuga
18.-20.11.2015 in Beijing

ISM
ProSweets Cologne
31.01.-03.02.2016 in Cologne

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