

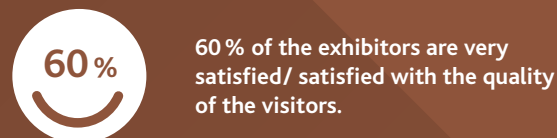
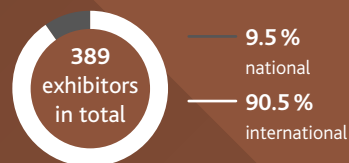


TASTE THE FUTURE
COLOGNE,
05. – 09.10.2019

Anuga Bread & Bakery
Everything at a glance.

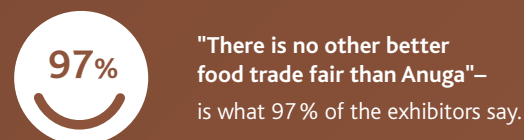
EXHIBITORS*

Origin of the exhibitors

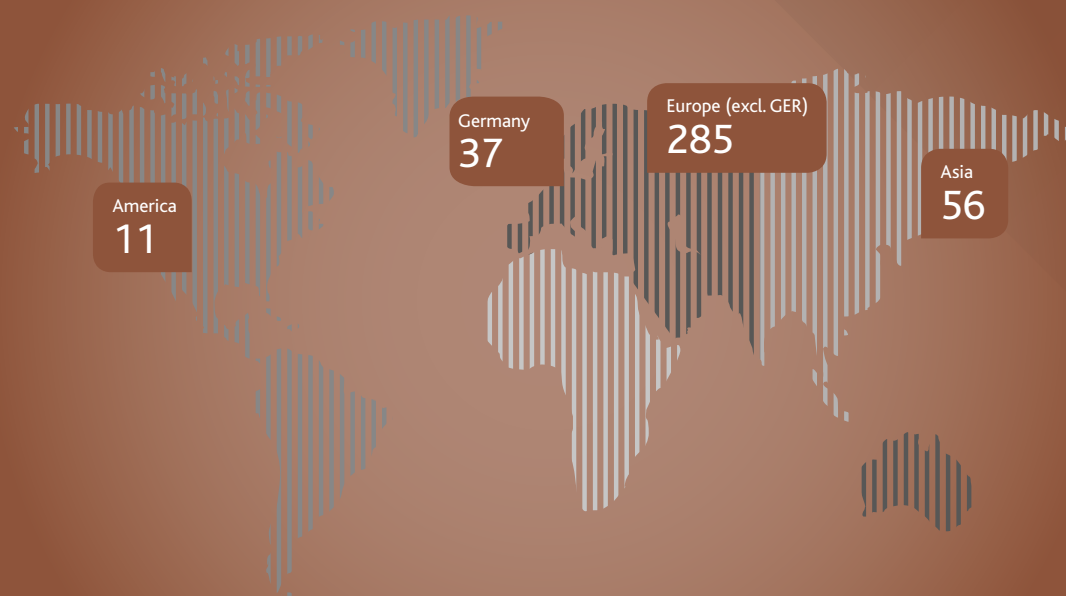


Top countries of origin of the exhibitors (excl. Germany)

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

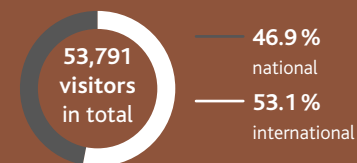


Origin of the exhibitors from abroad



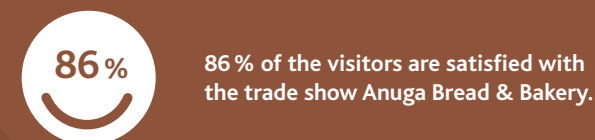
VISITORS

Origin of the visitors



Origin of the visitors from abroad

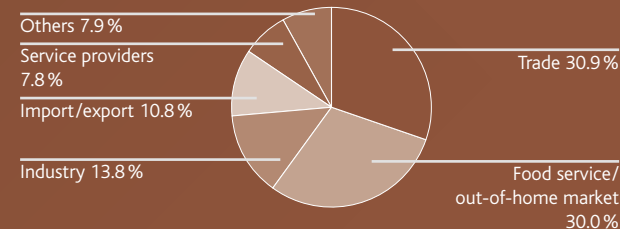
Europe (excl. Germany)	17,366
Asia	5,207
America	4,255
Africa	1,028
Australia	857



Influence on procurement/purchasing decisions

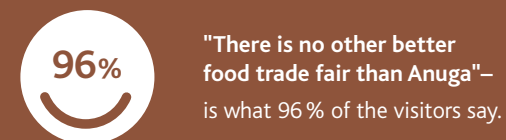
Key responsibility	29.5%
Co-responsibility	27.3%
Advisory/influential	17.1%
Not involved	10.0%
Others	16.1%

Economic branches



Area of responsibility (single response)

Business, company, factory managers	22.5%
Purchasing, procurement	8.7%
Production and Maintenance	7.8%
Research and Development	7.4%
Sales, Marketing, PR	24.8%
Logistics, warehouse, IT	1.0%
Finances, Administration	3.8%
Other trade visitors	24.0%



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

1 The Netherlands	6 Italy
2 France	7 Belgium
3 Spain	8 Austria
4 India	9 Turkey
5 United Kingdom	10 Canada