



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

**Anuga Chilled & Fresh Food**  
Everything at a glance.

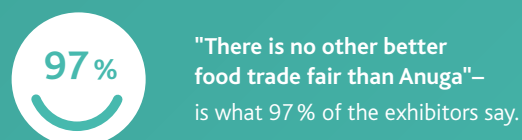
## EXHIBITORS\*

### Origin of the exhibitors

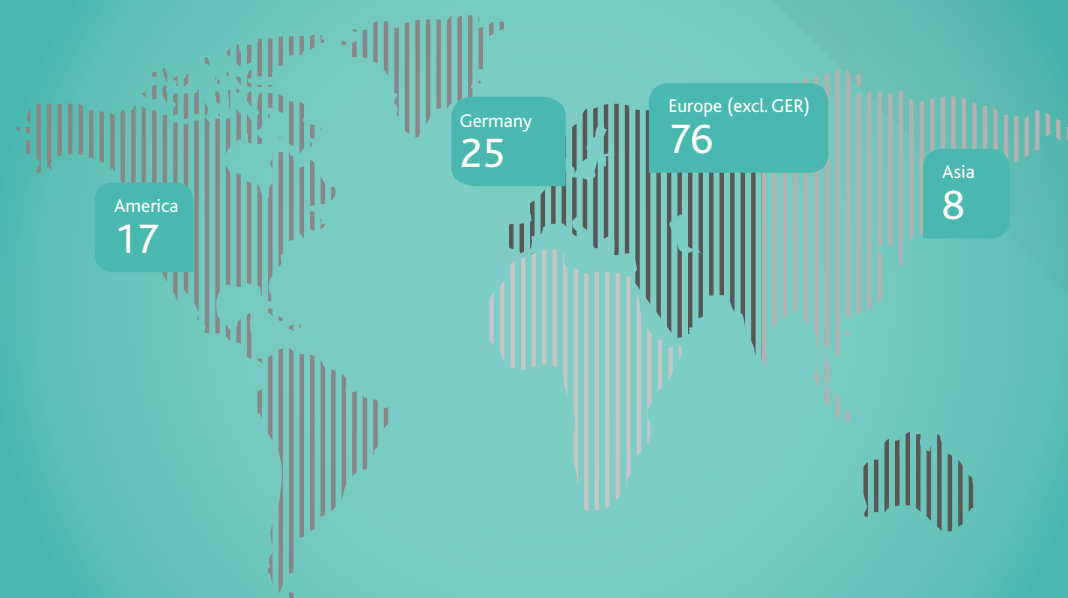


### Top countries of origin of the exhibitors (excl. Germany)

1 Belgium
2 Latvia
3 South Korea
4 Italy
5 Ecuador
6 The Netherlands
7 France
8 Ireland
9 Greece
10 Jamaica

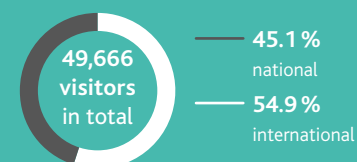


### Origin of the exhibitors from abroad



## VISITORS

### Origin of the visitors



### Origin of the visitors from abroad

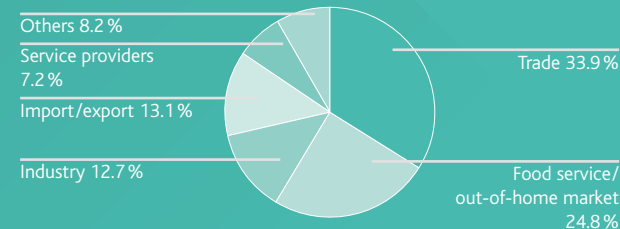
Europe (excl. Germany)	16,578
Asia	4,690
America	3,926
Australia	1,200
Africa	845



### Influence on procurement/purchasing decisions

Key responsibility	27.9 %
Co-responsibility	30.1 %
Advisory/influential	19.6 %
Not involved	10.3 %
Others	12 %

### Economic branches



### Area of responsibility (single response)

Business, company, factory managers	22.7 %
Purchasing, procurement	10.7 %
Production and Maintenance	7.4 %
Research and Development	7.7 %
Sales, Marketing, PR	25.8 %
Logistics, warehouse, IT	1.5 %
Finances, Administration	5.0 %
Other trade visitors	19.1 %



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

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