Anuga 2017

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
7,405 exhibitors in total
10,3 % national
89,7 % international

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

VIISITORS
Origin of the visitors
165,008 visitors in total
26 % national
74 % international

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
Trade 36.3 %
Service providers 6.8 %
Import/export 14.8 %
Industry 13.2 %
Food services out-of-home market 21.1 %

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 %

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 Great Britain
10 Belgium

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

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

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

Tel. +49 221 821-2240
anuga@koelnmesse.de

* Data collection based on Anuga 2017.