

The success of Anuga 2009 strengthened the food market

Cologne

Anuga, which took place in Cologne, Germany, from October 10 to 14, 2009, is one of the largest and most important food and beverage trade fair in the world. Its 30th edition generated high-powered market momentum for the food industry in Germany and abroad. That was the conclusion reached by the organizers and exhibitors at the end of that global trade fair.

"Anuga clearly demonstrated its leading role as a central trade hub and information platform for the international food industry", said **Gerald Böse**, Chief Executive Officer of Koelnmesse GmbH. "The outstanding quality of the trade fair resulted in a great atmosphere for excellent businesses. Against the background of a difficult overall economic situation, the market-oriented trade fair concept of Anuga once again impressed everyone involved", complemented Böse.



Approximately 153,500 trade visitors from more than 180 countries came to the fair, with 61% (about 93,500) coming from abroad. These figures were slightly lower than those concerning the previous event, but they remained stable overall.

The number of exhibitors — 6,522 suppliers from 97 countries — also remained unchanged at its previous high level. They occupied a gross exhibition space of 287,000 square meters being 84% of them came from outside of Germany. In addition, the sector enhanced its image by focusing on the topics of corporate social responsibility (CSR) and sustainability.

Anuga 2009 was officially opened by European Union Vice Chairman **Günter Verheugen** in the presence of numerous prominent guests from the political and business areas. "Anuga 2009 has confirmed its leading role in the international food sector. That is an outstanding fact in the midst of the current economic crisis," said **Jürgen Abraham**, Chairman of the Federation of German Food and

Drink Industries (BVE).

The quality of the trade visitors increased once again — even in comparison to the successful Anuga 2007. According to the preliminary visitor survey, nearly 70% of visitors surveyed described themselves as decision-makers with regard to purchasing or as being involved in purchasing and procurement decisions within their companies. An additional 18% said they played an advisory role in purchasing decisions. “The even higher quality of trade visitors is the decisive criterion for the trade fair’s success,” explained Koelnmesse CEO Böse.

“The even higher quality of trade visitors is the decisive criterion for the trade fair’s success”

(Gerald Böse)

Visitor turnout from the Middle East was particularly high, having increased by more than 30%. The number of buyers from Asia rose by about 10%. A larger number of visitors also came to Anuga in Cologne from Africa, with attendance figures increasing by over 20%. The number of visitors from the

United States and Canada rose slightly.

All ten Anuga trade fairs featured a strong field of participants from Germany and abroad who offered ideal information and ordering conditions for buyers from the trade and the food service sector. Most exhibitors were therefore very satisfied with the trade fair.

Turkey, the “partner country” of this year’s Anuga, successfully presented all the facets of its high-powered capabilities in the food sector.

The next Anuga will take place from October 8 to 12, 2011.

The Brazilian participation in Anuga 2009

Brazil has already consolidated itself as a significant exporter of commodities and is currently the largest exporter of coffee, beef and poultry, fruit juice, sugar and sugar cane ethanol in the world, but it still has great potential to expand its exports of manufactured products, which have a higher added value and quality standards.

It is in this direction that the 120 companies brought to Anuga by Apex-Brasil (Brazilian Trade and Investment Promotion Agency) are headed in.

A diversity of products will be spread over the 2,200 square meter area occupied by Brazil at the trade fair in Cologne,

Germany, such as: specialty coffee, fine wines, dried fruit and tropical juice, herbs and spices, dairy products, “cachaça”, sweets, chocolates, candies and biscuits, cashew nuts, honey and yerba mate, in addition to special beef cuts.

“A high number of visitors attended Anuga 2009 and thanks to the good organization of pavilions that attendance was objective and organized. Thus, the negotiations led to excellent results”, declared **Lauri Müller**, Director of MDK Feiras Internacionais, the company that officially represents the Koelnmesse trade fairs in Brazil.


During all trade fair long, Brazil managed to establish 7 thousand contacts between Brazilian and foreign companies and a business expectation about US\$ 970 million, including the closed contracts at the fair and those foreseen for the next 12 months.

That was the result obtained by the 120 Brazilian companies brought



Maurício Borges

by Apex-Brasil to the event. “We were surprised with the attained negotiation level, since entrepreneurs were cautious about the expectations and apprehensive with the effects from the international financial crisis”, stressed the Business Director of Apex-Brasil, **Maurício Borges**. According to him, the buyers who visited the trade fair came really prepared to close business deals.

“The people who came to Anuga this year were anxious to make businesses and seek for objective and direct proposals. And the Brazilian companies brought to the fair high quality and innovative products. The result was excellent”, concluded Borges. 



Lauri Müller

Cologne