



ANUGA
COLOGNE, 08 – 12. 10. 2011



ALL THE DECISION-MAKERS FOR GREAT BUSINESS!

Ten specialized trade shows under one roof. Nine inspiring trend topics. More than 6,500 exhibitors and approximately 150,000 trade visitors from around the world. An exhibition area of 287,000 m² packed to the brim with inspiration and events. Anuga is the world's most important food fair. That's why it attracts all of the important decision-makers from the trade and the food service/catering market. Almost 40 per cent of the visitors are members of management, around 27 per cent from purchasing and procurement. This unique visitor quality brings you top-level contacts and business.

Get your business moving with new markets, target groups and partnerships, valuable synergies and a special premiere: 2011 will mark the first Anuga FoodService – the new trade show for the food service and catering market. The new show integrates and expands the range of Anuga CateringTec, and brings together all of the catering sector topics and special shows.

So why not make Anuga the central business and communication platform for your successful future? Or are your competitors going to be the only ones meeting the top national and international decision-makers?



THE NUMBERS SPEAK FOR THEMSELVES: ANUGA 2009!

TOTAL ANUGA

Gross exhibition space in m ²	287,000
Exhibitors	6,522
Visitors	149,349

EXHIBITORS AT ANUGA

Exhibitor origin	
Germany	974
Abroad (from 98 countries)	5,548

Exhibitors classified according to trade fairs	
Anuga Fine Food	3,442
Anuga Drinks	577
Anuga Chilled Food	94
Anuga Meat	757
Anuga Frozen Food	452
Anuga Dairy	347
Anuga Bread & Bakery, Hot Beverages	373
Anuga Organic	274
Anuga CateringTec	132
Anuga RetailTec	74

Origin of exhibitors from abroad	
Europe (excl. Germany)	3,446
Asia	1,088
Americas	685
Africa	282
Australia	47

Largest exhibitor contingents from abroad	
Italy	1,033
China	443
Spain	392
France	257
Netherlands	230
Belgium	200
Turkey	185
USA	163
Thailand	159
United Kingdom	135
Poland	117
Argentina	117
Austria	114
Brazil	108
Switzerland	72

Assessment of visitor quality	
very good	10.6 %
good	50.5 %
satisfactory	32.4 %
sufficient	5.2 %
very poor	1.3 %

There is no better food fair than Anuga	
agree	90.2 %
don't agree	9.8 %

Exhibitors planning to come to Anuga 2011	
yes, definitely	39.5 %
yes, probably	36.3 %
have not decided yet	22.5 %
no	1.7 %

Assessment of the fair's overall success	
very good	15.7 %
good	56.4 %
satisfactory	21.9 %
sufficient	4.1 %
very poor	1.9 %

VISITORS AT ANUGA

Origin of the visitors	
Germany	55,440
Abroad	93,909

Origin of German visitors	
Northern Germany	12 %
Western Germany	51 %
Eastern Germany	5 %
Southwest Germany	16 %
Southern Germany	16 %

Origin of visitors from abroad	
Europe (excl. Germany)	72,760
Asia	10,612
Americas	6,855
Africa	2,724
Australia	958

Top 30 visitor countries			
1	Netherlands	16	Czech Republic
2	Italy	17	Finland
3	France	18	Japan
4	Belgium	19	Brazil
5	United Kingdom	20	Hungary
6	Spain	21	Romania
7	Poland	22	Bulgaria
8	Austria	23	Israel
9	Turkey	24	Canada
10	Switzerland	25	India
11	Greece	26	Lithuania
12	USA	27	Norway
13	Russia	28	China
14	Denmark	29	Thailand
15	Sweden	30	Slovenia

Occupational status	
Self-employed proprietor, partner, independent professional	28.9 %
Managing director, board member, head of an authority or similar	16.4 %
Senior manager	10.7 %
Head of department, team leader	12.2 %
Other employed/civil servant	11.1 %
Skilled worker, trainee	5.9 %
Lecturer, teacher, academic assistant	1.5 %
Other	13.3 %

Function (multiple responses)	
Management boards or committees	39.5 %
Purchasing, procurement	27.9 %
Marketing, sales, advertising, PR	33.0 %
Manufacturing, production	13.3 %
Research, development, design/ engineering	11.0 %
Production/quality control	7.5 %
Planning, production preparation	10.3 %
Administration, organisation, human resources, social affairs, initial and further training	7.0 %
Warehousing, materials management, logistics, transport	6.6 %
Finance, accounting, controlling	7.0 %
Information/communication technology/EDP	3.3 %
Service, maintenance	1.3 %
Other trade visitors	15.2 %

Business sectors	
Trade	41 %
Food service and catering market	18 %
Industry	17 %
Imports/exports	10 %
Service providers	6 %
Other	8 %

Influence regarding purchasing/ procurement decisions	
Deciding role	39.2 %
Shared responsibility for decisions	28.0 %
Advisory/has an influence	17.3 %
No involvement	8.4 %
School pupil/student	6.1 %
Other	1.0 %

Visitors' interests (multiple responses)	
Anuga Fine Food	60.0 %
Anuga Drinks	47.1 %
Anuga Chilled Food	31.6 %
Anuga Meat	41.7 %
Anuga Frozen Food	37.9 %
Anuga Dairy	33.8 %
Anuga Bread & Bakery, Hot Beverages	36.2 %
Anuga Organic	36.4 %
Anuga CateringTec	22.0 %
Anuga RetailTec	18.7 %
WellFood Forum	14.4 %

Evaluation of the range of exhibits	
very good	25.6 %
good	57.3 %
satisfactory	15.1 %
sufficient	1.7 %
very poor	0.3 %

There is no better food fair than Anuga	
agree	93.6 %
don't agree	6.5 %

Overall assessment	
very good	21.9 %
good	57.6 %
satisfactory	17.9 %
sufficient	1.6 %
very poor	1.0 %

