



ANUGA 2007: THE FACTS AND FIGURES OF SUCCESS!

TOTAL ANUGA

Gross exhibition space in m ²	304,000
Exhibitors	6,795
Visitors	163,348

EXHIBITORS AT ANUGA

Exhibitor origin

Germany	1,107
Abroad (from 95 countries)	5,688

Exhibitors classified according to trade fairs

Anuga Fine Food	3,605
Anuga Drinks	529
Anuga Chilled Food	99
Anuga Meat	762
Anuga Frozen Food	471
Anuga Dairy	372
Anuga Bread & Bakery, Hot Beverages	404
Anuga Organic	317
Anuga CateringTec	171
Anuga RetailTec	65

Origin of exhibitors from abroad

Europe (excl. Germany)	3,662
Asia	1,057
Americas	713
Africa	203
Australia	53

Largest exhibitor contingents from abroad

Italy	1,095
China	476
Spain	475
Greece	272
France	247
Netherlands	211
Belgium	207
Turkey	187
USA	163
Brazil	151
Thailand	144
United Kingdom	139

Assessment of visitors' quality

very good	12.8%
good	51.5%
satisfactory	29.3%
sufficient	4.9%
very poor	1.5%

There is no better food fair than Anuga

agree	90.6%
don't agree	9.4%

Exhibitors planning to come to Anuga 2009

yes, definitely	40.7%
yes, probably	36.6%
have not decided yet	21.0%
no	1.7%

Assessment of the fair's overall success

very good	17.5%
good	55.2%
satisfactory	20.8%
sufficient	4.4%
very poor	2.2%

VISITORS AT ANUGA

Origin of the visitors

Germany	71,292
Abroad	92,056

Origin of German visitors

Northern Germany	10.8%
Western Germany	58.7%
Southwest Germany	4.5%
Southern Germany	14.3%
Eastern Germany	11.5%

Origin of visitors from abroad

Europe (excl. Germany)	73,033
Asia	9,145
Americas	6,886
Africa	2,215
Australia	777

Top 14 visitor countries

Netherlands	11,513
Italy	5,824
France	5,733
United Kingdom	5,252
Belgium	4,296
Spain	3,525
Poland	2,875
Austria	2,566
Denmark	2,536
Greece	2,524
Switzerland	2,244
Czech Republic	2,118
USA	2,102
Russia	2,060

Occupational status (multiple responses)

Self-employed proprietor, partner, independent professional	24.5%
Managing director, board member, head of an authority or similar	17.6%
Senior manager	10.1%
Head of department, team leader	13.9%
Other employee/civil servant	11.6%
Skilled worker, trainee	15.8%
Lecturer, teacher, academic assistant	3.1%
Other	13.4%

Function

Management boards or committees	27.7%
Purchasing, procurement	9.8%
Marketing, sales, advertising, PR	19.5%
Manufacturing, production	9.7%
Research, development, design/engineering	6.0%
Manufacturing and quality control	2.7%
Planning, production preparation	2.7%
Administration, organisation, human resources, social affairs, initial and further training	2.6%
Warehousing, materials management, logistics, transport	1.8%
Finance, accounting, controlling	0.8%
Information/communication technology, EDP	0.4%
Service, maintenance	0.3%
Other trade visitors	16.2%

Business sectors

Trade	41.0%
Food service and catering market	20.0%
Industry	16.0%
Imports	6.0%
Service providers	8.0%
Other	9.0%

Size of company

1 to 4 employees	12.4%
5 to 9 employees	11.7%
10 to 49 employees	24.4%
50 to 99 employees	11.3%
100 to 199 employees	10.5%
200 to 499 employees	9.5%
500 to 999 employees	5.9%
1,000 to 9,999 employees	7.6%
10,000 employees or more	6.8%

Visitors' interests (multiple responses)

Anuga Fine Food	61.4%
Anuga Drinks	54.0%
Anuga Chilled Food	38.2%
Anuga Meat	42.2%
Anuga Frozen Food	39.8%
Anuga Dairy	39.8%
Anuga Bread & Bakery, Hot Beverages	36.4%
Anuga Organic	42.1%
Anuga CateringTec	25.7%
Anuga RetailTec	23.6%

Evaluation of the range of exhibits

very good	25.5%
good	56.9%
satisfactory	15.5%
sufficient	1.7%
very poor	0.5%

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agree	94.8%
don't agree	5.2%

Overall assessment

very good	22.7%
good	57.5%
satisfactory	16.9%
sufficient	1.8%
very poor	1.0%





ANUGA 2009: A RECIPE FOR SUCCESS!

A lot of trade fairs have a lot to offer, but only one fair has it all: Anuga. We are the only trade fair that brings the entire global food industry together in one place. That makes Anuga the pivotal business and communication platform of the Food & Beverage world. **This is where you will meet the most important decision-makers from the trade and the food service and catering market.**

Anuga's unique specialised trade fair concept facilitates valuable synergies. **Only Anuga has 10 trade fairs under one roof.**

Each separate sector receives equal focus in line with market demands. Present your product range in this ideal, competitive environment and you will be rewarded **with extensive contacts and valuable business relationships.**

As the most renowned Food and Beverage trade fair, Anuga is also regarded as an indicator of sector trends. Where do new opportunities lie? Where is the growth potential of tomorrow? Anuga provides all the answers. **Don't miss a thing – Join us in Cologne in 2009!**

