

# anuga: 100 Years Of Development & Its Outlook For The Future

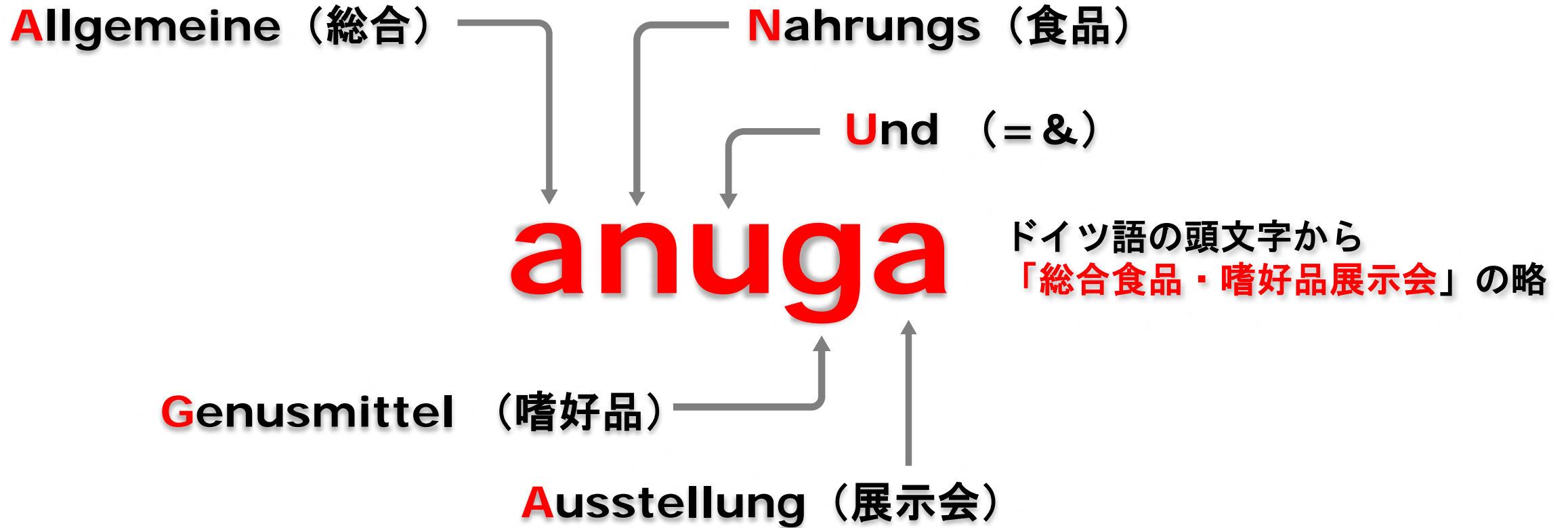


# Agenda

- Origin of anuga
- History of anuga
- Geographical Advantage of Cologne/NRW
- anuga Today
- Future outlook



# Origin of the brand



# History of anuga

- Launched in Stuttgart in 1919, with exhibitors & 40,000 visitors using 10,000m<sup>2</sup>
- First edition in Cologne: 1924



# History of anuga

- Last anuga in Kiel in 1929 before WW2
- Photos: City of Cologne and Koelnmesse trade fair ground just after WW2



# History of anuga

- Re-start of anuga after WW2: in Cologne /1951
- 1963: First participation from Japan



# City of Cologne



- 1.08 mil. population (4<sup>th</sup> largest in Germany)
- Largest industrial city in NRW
- 3<sup>rd</sup> largest industrial city in Germany
- More than 600 Japanese enterprises in NRW
- Media city



# Geographical Advantage

Population distribution from Cologne

R. 50 km	7 mil.
100 km	17 mil.
250 km	45 mil.
500 km	155 mil. 6 capital cities
1000 km	10 capital cities

- Population density
- GDP
- Transportation network





# Geographical Advantage

City	Gross space (sqm)
1. Hannover (独)	466 k
2. Shanghai1 (中)	404 k
3. Frankfurt (独)	367 k
4. Milano (伊)	345 k
5. Guangzhou (中)	338 k
6. Kunming (中)	310 k
7. Cologne (独)	284 k
8. Düsseldorf (独)	262 k
9. Moscow (露)	255 k
10. Paris1 (仏)	246 k
11. Chicago (米)	242 k
12. Barcelona (西)	240 k
13. Valencia (西)	231 k
14. Paris2 (仏)	220 k
15. Chongqing (中)	204 k
16. Birmingham (英)	202 k
17. Bologna (伊)	200 k
17. Madrid (西)	200 k
17. München (独)	200 k
17. Shanghai2 (中)	200 k
21. Orlando (米)	197 k
22. Zhengdu (中)	192 k
23. Las Vegas (米)	184 k
24. Zagreb (クロアチア)	180 k
24. Berlin (独)	180 k



4 fair grounds in Germany ranked under Top 10



(AUMA etc./2019)

# anuga Today

- 10 trade fairs under one roof
- Platform to represent food & beverage market of the world
- Best platform to the world market
- Best platform to source out products and latest trends



# anuga Today (2019)

- 7,972 exhibitors from 107 countries
- 91% from outside Germany
- TOP : Italy, China, Spain, Turkey, Greece, France, Poland...



# anuga Today (2019)

- 169,653 trade visitors
- 75% from outside Germany
- TOP : Netherlands, Italy, UK, Spain, France, China, Poland, USA...



# anuga Today (2021)

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- A photograph showing two men in profile, facing each other. The man on the left is wearing a grey suit, glasses, and a light blue surgical mask. The man on the right is wearing a black t-shirt and a black face mask. They appear to be in a trade show or exhibition setting, with a display of water bottles visible in the background.
- 4,643 exhibitors from 98 countries
  - International ratio: 92%
  - 70,000 visitors from 169 countries
  - Gross space: 244,400 sqm
  - Participation from Japan 36 companies (JETRO pav. 32 companies)

# Future outlook

- New Nutrition - The Evolution of Food
- Alternative Proteins - New Sources to Feed 10 Billion People
- Sustainable Environment - Better Food for a Better World



# Future outlook

- New Nutrition - The Evolution of Food



# Future outlook

- Alternative Proteins - New Sources to Feed 10 Billion People





# Future outlook

- Sustainable Environment - Better Food for a Better World



# anuga 2023

Application for 2023 edition started. Deadline: end of Sep 2022



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