



TASTE THE FUTURE
COLOGNE, 07. - 11.10.2023



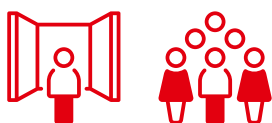
**FIGURES.
DATA.
FACTS.**



ANUGA MEAT



Anuga - the trade fair



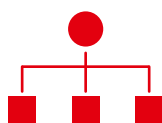
Exhibitors and visitors*

Exhibitors 7,972 **+8%***

Visitors 169,653 **+3%***

*Data collection based on the last regular Anuga 2019.

Anuga Meat



Clear structuring of the product offer:
Meat - poultry - sausage

Top contacts through a structured exhibitor placement and targeted visitor flow.

Place to be

ANUGA*taste*
INNOVATION SHOW

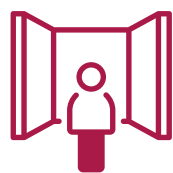


The industry's leading innovation show

ANUGA
MEET MORE MEATLESS

ANUGA MEAT: FIGURES. DATA. FACTS.

Exhibitors



956

Exhibitors
Anuga Meat
in total



87%

International
exhibitors
Anuga Meat



13%

National
exhibitors
Anuga Meat

Origin of the exhibitors

| | |
|--------------------|------------|
| Europe (excl. GER) | 598 |
| America | 189 |
| Germany | 124 |
| Asia | 23 |
| Australia | 19 |
| Africa | 3 |

Top countries of origin of exhibitors (excl. GER)

| | |
|--------------------------|-------------------------|
| 1 Spain | 6 Belgium |
| 2 Italy | 7 France |
| 3 Poland | 8 Argentina |
| 4 Brazil | 9 Romania |
| 5 The Netherlands | 10 Great Britain |

Overall, **78%**

of the exhibitors are (very) satisfied in terms of reaching the goals they had set themselves for the fair.

94%

of the exhibitors of Anuga Meat would recommend an associated company to participate at Anuga.

In 2021, Anuga was once again the world's largest international food and beverage trade fair

Visitors



62,900

Visitors
Anuga Meat
in total



58%

International
visitors
Anuga Meat



42%

National
visitors
Anuga Meat

Origin of the visitors

| | |
|--------------------|---------------|
| Germany | 26,229 |
| Europe (excl. GER) | 21,343 |
| Asia | 7,407 |
| America | 5,464 |
| Africa | 1,577 |
| Australia | 880 |

Top countries of origin of visitors (excl. GER)

| | |
|--------------------------|-------------------------|
| 1 The Netherlands | 6 Italy |
| 2 China | 7 USA |
| 3 France | 8 Austria |
| 4 Belgium | 9 Brazil |
| 5 Spain | 10 Great Britain |

Overall, **80%**

of the visitors of Anuga Meat are (very) satisfied with the degree to which their fair objectives are achieved.

Area of responsibility (extract)

| | |
|--|--------------|
| Business, company, factory managers | 23% |
| Sales, distribution | 16.5% |
| Purchasing, procurement | 14.6% |
| Manufacturing, production, quality control | 7.8% |
| Marketing, advertising, PR | 6.9% |
| Research and Development | 5.9% |
| Finance and administration | 2.8% |
| Other departments | 22.5% |

93%

of the visitors would recommend a good business acquaintance to visit Anuga.

Selected top visitors Anuga*

Accor Hotels, Aeon, Albert Heijn, Amazon, Burger King, Carrefour, Chefs Culinar, Coop, Costco, Edeka, Ikea, Intercontinental Hotels & Resorts, jet, Joybuy, Jumbo Supermarkten, Kroger, L'Osteria, LSG-Sky Chefs, Maritim Hotels, McDonald's, Mercadona, Metro, Migros, Rewe digital, Rewe Group, Sainsbury's, Sam's Club, Schwarz Gruppe, Sobeys, SPC, Starbucks Coffee, Steigenberger Hotels and Resorts, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano, Walmart, Yorma's

Business sectors

| | |
|---------------------------------|--------------|
| Wholesale and retail trade | 33.8% |
| Food service/out-of-home market | 21.6% |
| Import /Export | 15.8% |
| Industry | 12% |
| Service providers | 7.8% |
| Others | 9% |