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Final report

ANUFOOD Eurasia: Innovative Matchmaking formats make the difference

Event asserts its position in the Eurasian market

Following the successful premiere last year, ANUFOOD Eurasia has been able to defend its position as an international industry platform for the food industry in the Eurasian region with its second edition: during the event from 14 to 16 April 2016 in Istanbul, around 3,000 trade visitors informed themselves about the spectrum of services of 119 providers from 12 countries. "Together with our partner Reed Tüyap, despite the difficult geopolitical basic conditions, we were once again able to carry out a successful event with high quality exhibitors and trade visitors. Especially appreciated were our individual Matchmaking formats, for example, the international Supermarket Area. ANUFOOD Eurasia has thus positioned itself as an important business platform in the Eurasian market", explains Denis Steker, Vice President International of Koelnmesse GmbH. Ali Muharremoglu, CEO of Reed Tüyap Exhibitions, adds: "The Turkish food and beverage market continues on its growth course and has considerable charisma throughout the entire Eurasian region. Correspondingly high was the quality of visitors to the trade fair." ANUFOOD Eurasia is a cooperative project of Reed Tüyap, a joint venture of Reed Exhibitions and the Tüyap Fairs group, and Koelnmesse.

119 Exhibitors from 12 countries presented their broad offering, including many renowned manufacturers and organisations of country pavilions, which showed the entire spectrum of the food and beverage industry. Thus, exhibitor groups from South Korea, Sri Lanka, the Czech Republic and Hungary were represented for the first time. Important top players from Turkey, like the canned foods manufacturer Burcu Konserve, the meat producer Danet, the tea manufacturer Doğadan or the well-known company Pinar also participated. ANUFOOD Eurasia not only offers an overview of the Eurasian food market, but depicts the entire industry in all its diversity following the example of the leading Anuga trade fair in Cologne, from fine food, frozen foods, meat and dairy products, chilled and fresh foods to bread, baked goods, sweets, beverages, organic



ANUFOOD Eurasia
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www.anufoodeurasia.com

Your contact:
Volker de Cloedt
Tel.
+49 221 821-2960
Fax
+49 221 821-3544
E-mail
v.decloedt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse
(President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

foods and Halal products to services & RetailTec, associations, organisations and IT service providers.

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ANUFOOD Eurasia once again convinced with a high level of visitor quality. Exhibitors reported many good business deals closed directly at the fair. "Our Czech exhibitors were able to establish very good contacts at ANUFOOD Eurasia", was the balance of Vladislav Polach, Director Istanbul, Czech Trade. The majority of the around 3,000 trade visitors came from Turkey, whereby buyers from countries like Georgia and Uzbekistan were also registered. The share of foreign visitors was around 21 percent.

With its international mix of regionality and internationality, ANUFOOD Eurasia underlines the importance of the food industry for Turkey. In 2014 it was the second largest industrial segment of the country, with total sales of 330 billion TL and 440,000 employees. Turkey plans to become the fifth largest producer of food in the world by its 100th birthday in 2023. The export of food products has developed dynamically in keeping with this. However, the import of food products also increases continuously. Reasons for this can be found in the growing population and the increasing demand of the urban population for foreign products.

Supporting programme: Dialogue and Information

This year too, the supporting programme of ANUFOOD Eurasia further promoted dialogue between international exhibitors and trade visitors. The unique Matchmaking programme "Supermarket Area" was expanded accordingly following the resounding success of the premiere: for example, not only buyers from supermarket chains were available for confidential discussions, but also distributors. "ANUFOOD Eurasia is the perfect platform: especially the Supermarket Area offered the best possibilities for coming into contact with several important supermarket chains and for discussing business possibilities in a confidential framework," according to Despina Atanassova, Product Portfolio Development Manager at Spetema Caffé from Bulgaria. This year, supermarkets and distributors from Turkey, Ukraine, Uzbekistan and Georgia took part. The organisers achieved additional added value for participants with the very positively accepted international Hosted Buyer programme.

Current trends and information from the field of food and food commerce were conveyed by the seminar "Rising Trends in Food and Retail Sector", supported by the Turkish trade journal "Retail Türkiye".

Trade visitors from the hotel and hospitality sectors were able to enjoy and relax at the 'Live Cooking Demonstrations', in which

chefs created dishes typical of the country at the highest culinary level under the direction of the captain of the Turkish national chefs team, Erdem Dirbali.

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Reed Tüyap

Reed Tüyap is a joint venture between Reed Exhibitions and Tüyap Fairs Group. With over 500 events in 41 countries, Reed Exhibitions is the largest trade fair organiser in the world. With 110 events annually in five trade fair venues across the country, the Tüyap Fairs Group is the largest trade fair company in Eurasia. Jointly, the two companies bring nine million trade fair participants together and initiate business cooperation throughout the entire world.

Your contact:

Volker de Cloedt
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Phone +49 221 821-2960
Fax +49 221 821-3544
v.decloedt@koelnmesse.de
www.koelnmesse.de

Note for editorial offices:

Press information is available at: www.anufoodeurasia.com

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Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, Colombia, in India, in Japan, in Thailand, in Turkey, in the United States and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

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<http://www.global-competence.net/food/>

Upcoming fairs in the field of nutrition:

THAIFEX – World of Food Asia
25.-29.05.2016, Bangkok, Thailand

Alimentec
08-11 June 2016, Bogota – Columbia

ANUTEC BRAZIL
02.-04. 08.2016, Curitiba, Brazil

Annapoorna – World of food India
22.-24.09.2016, Mumbai, India