



## Anuga 2013

No	Content	Description
01	Fair Name	Anuga 2013
02	Location	Köln Messe Deutz-Mülheimer Str. 111 50679 Cologne, Germany <b>Tel:</b> +49 (0)221 8210 <b>Fax:</b> +49 (0)221 8212574
03	Overview	<p>Anuga in Cologne, Germany is a very important trade fair for food and beverages. Anuga presents the last trends in food sector. Find the new food products and concepts at Anuga. Worldwide exhibitors and visitors meet at Anuga every two years.</p> <p>Anuga is not only the largest food and beverage fair in the world; it's also the sector's most important fair for new markets and target groups. It's the perfect venue for all the latest trends and themes - and a great place to make first-rate contacts and business deals.</p> <p>As the world's most important Food &amp; Beverag Fair, Anuga gets highest attention and acceptance from the exhibitors and visitors. It is a pure trade fair with a high quality of visitors. Here are the fair concept and the framework programme on the products and needs of the Food &amp; Beverage industry and thus internationally oriented than any other comparable Food &amp; Beverage Fair. At this fair meet exhibitors and visitors from almost every country in the world - for cross-border transactions and contacts.</p>
04	Date	Sat 05 October, 2013 to Wed 09 October, 2013
05	Frequency	Biannually
06	Main Product Of Relevance To Sri Lankan Exporter	Food, Fish, Seafood, Organic foods, Drinks, Food industry
07	Dead Line Of Application	
08	Exhibitors And Visitors	<b>Exhibitors :</b> 6,596 companies from 100 countries (in 2011) <b>Visitors :</b> 155,000 trade visitors from 180 countries (in 2011)
09	Entrance Fee	

10	Stall Cost	
11	Why important to the Sri Lanka	<p>The Anuga fair is held once in two years. It has been identified as one of the best opportunities to showcase food and beverage products and to establish direct contacts with buyers. It houses ten (10) specialized areas that are fine food, drinks, chilled food, meat, frozen food, dairy, bread and bakery, hot beverage, organic products and food technology. According to the organizers, in 2007 over 6,600 exhibitors from 95 countries had exhibited the products in an area of around 340,000 sq.m., attracting more than 160 000 visitors from 150 countries around the world.</p> <p>Anuga attracts trade visitors from all parts of the world. Therefore, the exhibitors are able to meet buyers from different destinations in the world. The top visitor countries are Netherlands, Italy, France, UK, Belgium, Spain, Poland, Austria, Denmark, Greece, Switzerland and USA.</p> <p>Countries such as Thailand, Philippines, Malaysia, Indonesia, India and China are regularly organizing the participation of large number of small &amp; medium enterprises at this event.</p> <p>It is important for Sri Lankan exporters to regularly participate at this event to meet their existing buyers, who seek the continued presence of their suppliers. It also helps them to introduce new products, increase export sales, and consolidate existing markets and to identify trends in global market. The Sri Lankan exporters have stressed the importance of organizing a national pavilion to highlight Sri Lanka's presence at the Anuga and to build Sri Lanka's image among the trade visitors.</p>
12	Organization Person (Sponsor)	<p><b>Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (BVE)</b>  Haus der Land- und Ernährungswirtschaft  Claire-Waldoff-Straße 7  10117 Berlin</p> <p><b>Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA)</b>  Am Weidendamm 1A  10117 Berlin</p>
13	Fair Organizer	<p><b>Koelnmesse GmbH</b>  Messeplatz 1, D 50679 Köln  <b>Tel:</b> +49 (0)221 8210  <b>Fax:</b> +49 (0)221 8212574  info@koelnmesse.de  www.koelnmesse.de</p> <p><b>Bundesverband des Deutschen Lebensmittelhandels e.V. (BVL)</b>  Am Weidendamm 1A</p>

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14	Contact Person in EDB	Mr. Darshana Perera Deputy Director, Export Agriculture, (TEL : 2300732)