

Two EEC members, France and Italy, represented the largest exhibiting contingents. There were ten new national participants at ANUGA '89. Since the mid 1970's, the number of countries outside Europe sending visitors to the ANUGA has risen by more than 50% to 127. In 1987, the number of visitors from abroad rose by almost 20% to 60,000.

In 1987, 88% of the 228,000 trade visitors were engaged in a management function in their organization and more than 62% of all trade visitors come to Cologne with definite intentions to purchase or negotiate contracts. Contacts with new trading partners, maintaining existing business relationships and information about developments on the market were also high priority reasons for attending ANUGA.

ANUGA has an international food area, a catering, gastronomy and equipment section and a food retailing and food arts section.

ANUGA, therefore, represents each segment of the global & national food industries - importers, wholesalers, distributors, exporters, the catering trade, food & beverage processors, equipment supplies, trade associations & publications.

Canadian Participation

Canada had 28 exhibitors in ANUGA '89. It was the sixth Canadian participation since 1979. The display included a cross-section of the food sector with major commodities represented. There was a mix of medium & large - sized companies among the twenty-eight in our stand from across Canada. In addition to the Canadian exhibitors, between 900 and 1000 Canadian trade visitors were also in attendance at ANUGA '89, including representatives from major Canadian food journals.

Products featured on the stand included an interesting line of products such as "Wild Rice and Lasagna" and "Wild Rice and Pasta". The pasta is a gluten-free product. A Canadian bean brochure featuring a ""naturally nutritious" theme was used. This has particularly strong appeal for consumers in the West German market. A nutmeg jam product attracted interest. A line of Sesame Crunch Bars designed for the EC market was exhibited. Pizzas featuring a "raised edge" crust, which bakes and tastes better, was exhibited and sampled. Cinnamon and lemon honey were also shown on the Canadian stand. A number of Canadian companies exhibited independently at ANUGA.