

The New Zealand Court at ANUGA comprised 28 exhibitors from private sector companies to marketing boards and associations. This was of interest since the display encompassed approximately the same number of exhibitors as Canada. Three award-winning New Zealand chefs demonstrated hourly. Dishes displayed included beef, fish, goat, venison, lamb, mussels, offals, kiwi fruit, and vegetables.

The display was attractive, well-lighted and colour-coordinated. It enabled visitors to walk around it with ease.

AUSTRALIA

Food is Australia's biggest business, its processing industry accounts for 20% of manufacturing sales, employs 17% of the work force and earns over \$A 1,000 million in export income.

The Australian exhibit was located near the Canadian exhibit and featured 17 exhibitors. The display was close to the stairway/elevators which provided good access. The individual booth displays were most inviting owing to the judicious use of colour. Products exhibited were: fresh and canned fruit & vegetables, meats, seafoods, wines, beer, cheeses, cookies, mineral & fruit drinks and confectionery.

BELGIUM

Belgium utilized a Belgian village concept where 101 firms exhibited. Elsewhere, dozens of Belgian firms were also represented. ANUGA '89 was the most important participation in an international trade show to date.

The most important sectors of the Belgian display were meat, dairy products, eggs & poultry, fruits & vegetables and fish products.

Coupled with the Belgium display, a Belgian master-chef held a media conference later and invited around 1,000 German importers of meats and meat products to a reception.

HOLLAND

The Dutch Pavilion had approximately 200 exhibitors represented. Products displayed included a number of new products in the cheese and potato sector.