

GENERAL

ANUGA '89 was held at the Cologne Fair Grounds from October 14-19 inclusive. The fair which is the world's largest devoted to the food industry attracted 5819 exhibitors from 89 countries along with some 240,000 trade visitors. This compares with 5735 exhibitors and 230,000 visitors in 1987. Fully two thirds of visitors are from outside Germany. Among the 1989 exhibitors were 79 national stands including that of Canada.

The Federal Republic of Germany headed the list of exhibitors with 1561 companies. This represented about 27 per cent of all exhibitors. Italy was the largest foreign exhibitor with 603 participating firms, followed by France with 601, the United States with 204, Spain with 160 and Great Britain with 145. Canada had 28 exhibitors.

Participants at ANUGA represent the whole spectrum of the food and beverage industry - importers, exporters, distributors, retail, catering trade, food processors, equipment manufacturers, trade publications and industry and trade associations. Government representatives involved in trade promotion from many countries are also present.

An exhibitor survey conducted in 1987 indicated that 88% of the 228,000 trade visitors were engaged in a management function in their organization. In 1987 more than 62% of all trade visitors came to ANUGA with definite intentions to purchase or negotiate contracts. Contacts with new trading partners, maintaining existing business relationships and information about developments in the market were also high priority reasons for attending ANUGA. ANUGA occupies some 230,000 square metres of exhibition space in 14 halls. This represents some 14 kilometres of exhibits.

In order to accommodate the enormous size and diversity of the show it has been divided into three sections - ANUGA CONSUMA, ANUGA GASTROMA and ANUGA TECHNICA. Consuma, the largest section presented the whole gamut of food and beverage products, including seafood. Consuma occupied 166,000 square metres representing 72 per cent of the total exhibition area. Included in Consuma were the 79 national stands. Gastroma, which occupied 32,000 square metres, presents a wide range of technical supplies and products used in the hotel and catering industry. Technica which also occupied 32,000 square metres displayed mainly heavy equipment for the food processing industry including fittings, packing and weighing machines and refrigeration.

CANADIAN PARTICIPATION

Canada's participation at ANUGA is the fifth since the fair was reestablished in Cologne in 1951. The Canada stand has for a number of years occupied a strategic location in the upper level of hall three which over time has come to be known as "the Canada corridor".