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#euvendcoffeena #euvend #coffeena

Vending and OCS industry coming together in October at euvend & coffeena 2022

+++ Companies from 10 countries have already confirmed their participation +++ Synergy effects: euvend & coffeena taking place parallel to the most important international, leading trade fair for modern working worlds +++ Themes worlds as creative forms of presentation for companies +++

Around seven months before euvend & coffeena 2022 opens in Cologne, the vending and OCS industries are facing great challenges: Because the current forecasts assume that employees will carry on working from their home office at least one or two days a week even after the Corona pandemic and will thus only be partially present at the office. This means in future vending offers will have to be much more flexibly aligned to suit the changing demand than hitherto. Here, automated solutions offer enhancing, innovative concepts for the round-the-clock provision of employees. It is therefore not surprising that numerous companies from ten countries spanning all exhibition segments have already confirmed their participation at the International Trade Fair for Vending & Office Coffee Service.

The fact that both the German Vending Association e.V. (BDV) and the European Vending & Coffee Service Association (EVA) are inviting their members to join them in Cologne for official association meetings underlines the industry's high interest in euvend & coffeena 2022. For example, the BDV is holding its annual general meeting at the trade fair for the first time and the EVA is also staging its yearly assembly meeting at the trade fair in October.

euvend & coffeena 2022 co-located with ORGATEC

This year euvend & coffeena is being staged parallel to ORGATEC, the most important trade fair for modern working worlds, for the first time. This will make it easier for new visitor target groups such as architects and planners, the real estate industry, facility managers, contract caterers, the furnishers and equippers of gastronomy establishments or decision-makers from the office and hotel industry to attend the trade fair. This offers the exhibiting companies the opportunity to penetrate new and growing sales markets. The offer of targeted, thematic visitor guided tours for these visitor target groups to euvend & coffeena is to further reinforce this effect and additionally underline the networking character of the trade fair.

New: Theme worlds give a creative insight into the offer of the industries

To accentuate this aspect to the visitor target groups, euvend & coffeena 2022 is presenting four attractive theme worlds for the first time, which the participating



euvend & coffeena
27.10. - 29.10.2022
www.euvend-coffeena.com

Your contact:
Michael Steiner
Tel.
+49 221 821-3094
e-mail
m.steiner@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
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory
Board:
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Cologne
District Court Cologne, HRB 952

companies can take part. They are positioned around the lecture area of euvend & coffeena and have a central location in the exhibition hall. These comprise of the "Office Coffee Bar", where coffee systems, coffee roasting companies, filling products, cups & equipment as well as card reading or payment systems will be on display. The trade visitors can among others learn news about micro markets, vending machines, coffee concepts or returnable systems in the "Canteen & Meal Solutions" section. Current 24/7 store concepts, machines for snacks/food, cold beverages and non-food as well as payment and coin systems are grouped under the term "Public Space". And last, but not least, the theme world "Meet the Operator" showcases everything to do with technology, service & convenience and demonstrates what distinguishes vending services in a nutshell.

Companies that would like to exhibit in one of the theme worlds can still do so. The layout planning of the trade fair starts now.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in 2022 will mark the launch of an additional event format dedicated to food industry innovations in Cologne. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.euvend-coffeena.com/fair/industry-sectors>

The next events:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 12.04. - 14.04.2022

THAIFEX - Anuga Asia - International Trade Exhibition for Food & Beverages, Food Technology and Food Service in Asia, Bangkok 24.05. - 28.05.2022

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 07.06. - 10.06.2022

Note for editorial offices:

euvend & coffeena photos are available in our image database on the Internet at www.euvend-coffeena.com/imagetdatabase . Press information is available at: www.euvend-coffeena.com/pressinformation

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Your contact:
Michael Steiner
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Phone + 49 221 821 3094
m.steiner@koelnmesse.de
www.koelnmesse.de

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