

No. 3 / May 2020, Cologne  
#euvendcoffeena

## In turbulent times euvend & coffeena is relying on its international industry network and good partnerships

### Positive sign with regards to staging trade fairs

Like all international trade fairs, euvend & coffeena will also play a decisive role in the post-corona era in showing the industries involved the solutions and trends for a successful future. Production, logistics, sales and communications will increasingly change. Connecting stakeholders, reactivating commercial relationships and establishing new business will become more important than ever before. Trade fairs will play a special role here, because they are an important element for the economic growth of companies. Hence, euvend & coffeena is today already working on suitable formats to encounter these challenges. In times like these the aim is to offer all of the market participants new solutions at an early stage, which present a chance for fast economic recovery and lay the foundation for the further future success of the industry.

An important pillar of Koelnmesse here is its global network of trade fairs in the Food & FoodTec section. This offers unique access to the entire international food industry, among others to growth markets like Brazil, Colombia, China, Thailand or the United Arab Emirates. Comprising of around 19,000 exhibitors and nearly 600,000 visitors in total, the network has achieved a size that is unique within the industry worldwide. The events planned in Asia in the autumn already will provide new opportunities to activate one's own business.

New synergies are also arising in the Furniture, Interiors and Design section via the global network, since Koelnmesse and the German Vending Association e.V. (BDV) as the industry sponsor of the trade fair, are staging euvend & coffeena as an independent trade fair parallel to ORGATEC this year. In this constellation it offers the exhibitors from the vending and Office Coffee Service (OCS) sections direct access to the world of the office and commercial property business and thus to new attractive visitor target groups. Especially in times like these the vending industry offers good approaches, because fully-automated concepts in the office, but also for instance in hospitals, hotels or care institutions can guarantee a smoothly running optimal provision. Flexibly fillable, vending or also ready-made kiosk solutions (micro markets) are available 24/7 and can even be implemented in critical places. As such, the co-location of the events opens up new opportunities in the out-of-home and commercial business sections for both parties. With over 750 exhibitors from 39 countries and more than 60,000 trade visitors from 143 countries, ORGATEC is the leading international trade fair for the modern working worlds.

Tapping into the potential of these networks, euvend & coffeena offers its exhibitors



euvend & coffeena  
29.10. - 31.10.2020  
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Executive Board:  
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Oliver Frese  
Herbert Marnier

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

and trade visitors additional support via numerous communication channels in order to keep up-to-date and reach one's own customers in these times of cancelled trade fairs.

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"In this way, we would like to support the industry in staying in contact with its customers, in sharing know-how and above all in networking more strongly with each other. For all of our trade fairs in the Food & FoodTec section, we are currently engaging in an active and very constructive exchange with our customers. Many of the exhibitors are already looking forward to important events in their segment, because these are essential for them as a means of presenting their products, providing the industry with impulses and pushing their economic growth. We are therefore working at full speed to develop new creative and digital solutions that enable us to continue providing our customers with suitable platforms for their business and innovations, also in times of increased uncertainty. We believe that particularly at present it is all the more important to share best practices in how to deal with the current challenges, because we can only create industry-relevant solutions for the changing demands through mutual exchange. The positive feedback and the high interest of our customers promise a positive outlook for the coming trade fairs and encourage us to continue working at full speed on new formats and improvements for our customers," explained Anne Schumacher, Vice President Food and Food Technology, Koelnmesse GmbH.

#### **Overview of the new exhibition dates in the fields of competence food and food technology (Status as of 14 May 2020):**

##### **Focus Food:**

- Thaifex - Anuga Asia, Bangkok 22.-26.09.2020, [www.thaifex-anuga.com/en](http://www.thaifex-anuga.com/en)
- Annapoorna - ANUFOOD India, Mumbai 26.-28.11.2020, [www.anufoodindia.com](http://www.anufoodindia.com)
- Yummex Middle East, Dubai, 03.-05.11.2020, <https://www.yummex-me.com/>
- ISM, Cologne, 31.01.-03.02.2021, <https://www.ism-cologne.com>
- ANUFOOD Brazil, Sao Paolo 09.-11.03.2021, [www.anufoodbrazil.com.br/en](http://www.anufoodbrazil.com.br/en)
- Alimentec, Bogotá, 23.-26.03.2021, [www.feriaalimentec.com/en](http://www.feriaalimentec.com/en)
- Wine & Gourmet Japan, 14.-16.04.2021, Tokyo, [www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com)
- Anuga, Cologne 09.-13.10.2021, [www.anuga.com](http://www.anuga.com)
- ANUFOOD China, Shenzhen, TBD, <https://bit.ly/3djqaG>

##### **Focus Food Technology:**

- ANUTECH - International FoodTec India, Mumbai, 26.-28.11..2020  
[www.anutechindia.com](http://www.anutechindia.com)
- Anuga FoodTec, Cologne, 23.-26.03.2021, [www.anugafoodtec.com](http://www.anugafoodtec.com)
- ProSweets Cologne, Cologne 31.01-03.02.2021, [www.prosweets.com](http://www.prosweets.com)
- ProFood Tech, Chicago, 13.-15.04.2021, [www.profoodtech.com](http://www.profoodtech.com)
- WellFood Ingredients Summit, São Paolo, 14.-15.04.2021,  
[www.wellfoodsummit.com.br/en](http://www.wellfoodsummit.com.br/en)
- Andina Pack, Bogota 09.-12.11.2021, [www.andinapack.com/en](http://www.andinapack.com/en)
- IIDE - India International Dairy Expo, Mumbai Spring 2021, [www.iideindia.com](http://www.iideindia.com)
- Cibus Tec, Parma, 25.-28.10.2022, [www.cibustec.it](http://www.cibustec.it)

For further details see: [www.global-competence.net/Global-Competence-in-Food-and-FoodTec/index.php](http://www.global-competence.net/Global-Competence-in-Food-and-FoodTec/index.php)

### **Current situation**

Due to the latest resolutions of the government offices and authorities in Germany, the Federal State North Rhine-Westphalia is allowing trade fairs and congresses to be staged again from 30 May 2020 onwards subject to stipulations. As such, the essential prerequisite is in place in order to gradually return to a certain normality in September, kicking off with the spoga+gafa and spoga horse. This is also an initial success of our intense persuasive efforts vis-à-vis politicians and the authorities at all levels. Trade fairs fundamentally distinguish themselves from sports events and folk festivals, because the focus lies on professional business contacts and is driven by economic aspects.

euvend & coffeena will take place at our fair grounds in Cologne as planned from 29 to 31 October 2020. That is our declared aim! Koelnmesse is already working intensively on comprehensive plans for measures that satisfy these stipulations for the trade fair autumn in Cologne and will immediately continue the exchange with the persons responsible in the Federal State and at the City of Cologne in order to create conditions that comply with the legal requirements. As such we are assuming responsibility for the health of our customers to a particular degree and also for supporting their trade fair success to the greatest extent possible under the given framework conditions.

Against this backdrop, together with our exhibitors and visitors we are looking forward to a successful euvend & coffeena," emphasised Anne Schumacher.

### **Koelnmesse - Global Competence in Food and FoodTec:**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

### **The next events:**

THAIFEX - Anuga Asia - International Trade Exhibition for Food & Beverages, Food Technology and Food Service in Asia, Bangkok 22.09. - 26.09.2020

euvend & coffeena - The international trade fair for vending & coffee, Cologne 29.10. - 31.10.2020

yummex Middle East - The Event for Sweets & Snacks Professionals, Dubai

03.11. - 05.11.2020

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**Note for editorial offices:**

euvend & coffeena photos are available in our image database on the Internet at [www.euvend-coffeena.com](http://www.euvend-coffeena.com) in the “News” section. Press information is available at: [www.euvend-coffeena.com/pressinformation](http://www.euvend-coffeena.com/pressinformation)

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