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World of Food Beijing re-brands to ANUFOOD China

Veteran trade fair organizer, Koelnmesse, has announced today the rebranding of its food event in China, World of Food Beijing – powered by Anuga, which is also the only event of its kind in North China.

Come Feb 1, World of Food Beijing will officially be re-branded as ANUFOOD China – powered by Anuga. The new, compact name reinforces its brand identity and creates greater synergies not only with other sister events around the world, but also with its mother event Anuga in Cologne, Germany.

The 'ANUFOOD' brand is expected to be a crucial extension of the Anuga brand value system and is a strategic move by the company's headquarters to align the branding of its global food event portfolio beyond Germany over the next couple of years.

Incepted in 2014, World of Food Beijing is jointly organized by the China Chamber of Commerce of Foodstuffs and Native Produce (CFNA), with the China Cuisine Association (CCA) as partner. The event has since achieved its aim to establish a comprehensive trade show for the food import industry with a strong foothold in North China and influence across the country.

After two seasons of development, World of Food Beijing has established a multi-dimensional and an integrated food event ecosystem, comprising a strong buyer base from various channels, from importers, distributors and wholesalers, to retailers, e-tailers and the hospitality industry.

In addition, its extensive product categories span fine food, dairy products, baked goods, meat, seafood, frozen food, confectionery and snack food, coffee and tea, olive oil and edible oil, alcoholic and non-alcoholic beverages, fruits and vegetables, organic food and catering services.

Augmenting the event are seminar activities, business-matching and meeting sessions, as well as a professionally certified culinary tournament.

Ushering in a new beginning, ANUFOOD China 2016 will see some exciting changes.



powered by **anuga**

ANUFOOD China
– powered by Anuga
China International Exhibition Center
(New), Beijing
November 16-18, 2016
www.anufoodchina.com

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Slated to be held at a new location - Hall E3/E4 of the China International Exhibition Center (New) - in Beijing's Shunyi district from Nov 16-18, the event will occupy up to 26,000 square meters of display area. Supporting events will take up another 12,000 square meters.

For the convenience of participants, the main forum will be hosted at a downtown venue with a variety of transportation options and services provided to ensure seamless connection to the main fairground.

Another new feature of ANUFOOD China 2016 is the launch of a "Partner Country". The concept was conceived as the China food import market has become the constant focus of the world following the country's liberalization of food imports and signing of free trade agreements with more countries in recent years. International trade organizations are looking for influential international brand name events to serve as comprehensive platforms to showcase their wares and facilitate trade.

The first to be in the spotlight at the event is Poland, which will see Polish delicacies being heavily promoted across all media channels year-round both before and during the event to enhance consumers' understanding of the country's food culture.

A larger German and Spain pavilion respectively are poised to make high-profile appearances this year following the strong support of the food export bodies of both countries in 2015.

The last edition of World of Food Beijing concluded successfully on Nov 20, 2015 spanning a total area of over 35,000 square meters of floor space, including 25,000 square meters of exhibition area, and more than 10,000 square meters for forums and supporting activities. Some 607 exhibitors from 34 countries and regions, together with 23,269 trade visitors from around the world turned up in full force at the event. Among the exhibitors, nearly 45 percent hailed from abroad.

Running parallel to the three-day trade fair were three events: the China International Dairy Expo 2015 by CFNA, the 12th Sweets & Snacks China by Koelnmesse, and the China International Catering & Food Expo 2015 (Autumn Edition) by CCA.

The partnership with CCA also saw the debut of the World Association of Chefs' Societies -certified Chinese Cuisine World Championship (CCWC) at World of Food Beijing 2015. Nearly 100 contestants in 16 teams from 11 countries and regions took on one another to whip up

3,500 servings of Chinese dishes over two days that were critiqued by a panel of 20 of Worldchefs judges.

The second run of CCWC will once again take place alongside the trade fair over three days, where chefs will compete as individuals instead of in teams, in an enhanced venue setting.

To learn more about ANUFOOD China – powered by Anuga, visit www.anufoodchina.com.

About the Organizers

Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. 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. World of Food Beijing is a strong member of this successful trade fair family.
www.koelnmesse.com

The China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)

CNFA represents 6,000 members and has strong influence in China's food industry. Members include local manufacturers, as well as importers, agents and distributors of imported food. CFNA is the authoritative voice in China in regards to food industry information and regulations.
www.cccfna.org.cn

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