THE WORLD'S LARGEST FOOD AND BEVERAGE INDUSTRY TRADE EVENT

ANUGA 2003

COLOGNE, GERMANY

The Show: ANUGA 2003 will be the key international food and beverage trade show this year, bringing exhibitors and buyers from almost all countries in the world together in one place.

The USA Pavilion: In 2001, 123 companies participated in the USA Pavilion, exhibiting a wide variety of ingredients, processed foods, and beverages. Exhibitors in the USA Pavilion benefit from the general publicity that this large and attractive pavilion receives. Despite the enormous size of the ANUGA trade show, almost all importers and buyers interested in foreign foods will make it a point to visit the USA Pavilion. At ANUGA 2001, 164,440 buyers from 148 countries visited the show.

New Advantage In 2003: At ANUGA 2003, **U.S. exhibitors have a new, cost-effective option: workstations, grouped in a marketplace setting and sharing common meeting/conference space with other workstation exhibitors.** The marketplace will be incorporated in the USA Pavilion and include the same design and services as those available to purchasers of a 12-square-meter booth package or 6-square-meter booth package.

Location: KoelnMesse
Cologne, Germany

Dates: Oct. 11–15, 2003

Deadline: June 1, 2003

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