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Final Report

Eu'Vend & coffeena provides trendsetting impulses

High international and quality of the visitors

Successful outcome for Eu'Vend & coffeena, which came to a close on Saturday, after three intensive trade fair days. 188 exhibitors from 22 nations presented their products, trends and innovations at the most important industry meeting point of the vending and coffee industry. In Cologne the market leaders and start-ups met up with top decision-makers from the industry and demonstrated how vending and coffee worlds can be designed now and in the future. Around 4,600 trade visitors from 66 countries took the opportunity to gather comprehensive information, order and network from 27 to 29 April 2017. "Eu'Vend & coffeena has once again confirmed its position as the leading trade fair and trendsetter," commented Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "The event covers the relevant themes and future trends and thus sets important impulses for the further development of the industry." Karl-Heinz Blum, board spokesman of the German Vending Association e.V. (BDV), the industry sponsor of Eu'Vend & coffeena, also drew a positive balance: "We are very satisfied with this year's Eu'Vend & coffeena. We saw many new innovative concepts. The industry has once again proved its high standard of quality and service. In particular the Office Coffee Service section proves that the industry has recognised market potential and is offering promising concepts."

A major trend at the trade fair was the theme "Office Coffee Service", which was presented for the first time at Eu'Vend & coffee in an holistic format. In numerous presentations by exhibitors, but also in a specifically tailor-made special event, solutions and examples for providing employees and customers with food and beverages was presented - oriented to the needs of modern working worlds. In general, the vending market has shown a thoroughly positive development over the past years. In order to do justice to the different consumer trends, the industry constantly offers new solutions. Innovative technologies, energy-efficient machines, representative glass front doors, lift systems and robot arms ensure an attractive presentation of the goods and a customer-friendly purchase experience. The theme payment opportunities also plays a major role. The future is mobile and networked. Contactless chip cards, contactless credit cards and smartphone payment systems work in the vending machines in a technically flawless manner. For example, the implementation of payment apps and NFC technologies is also possible without any hitches.



Eu'Vend
27.04.-29.04.2017



Coffeena
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Including estimates for the final day of the trade fair, around 4,500 trade visitors attended EuVend & coffeena. With 66 countries in the meantime, the event was able to further expand its international reach. Almost 40 percent of the visitors came from abroad. Here above all a growing number of visitors from Belgium, Great Britain, the Czech Republic, Turkey and the Middle East was notable. But also interested parties from Asia, especially from China and Thailand, were recorded in Cologne. The strongest groups of visitors came from the Netherlands, Austria and Italy once again.

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Big customers like Aramark, BASF, Coca-Cola, Dallmayr, Deutsche Post, Dr. Oetker, Ferrero, the Chinese Foxconn Group, Lufthansa, Nestle, Selecta and Woyton were also present as were numerous medium-sized companies from the vending industry, the out-of-home market as well as diverse European student unions. The high decision competence of the visitors was correspondingly praised by the majority of the exhibitors: "This is our first time at EuVend & coffeena and we are positively surprised by the quality of the trade visitors. For example we had one buyer from a big, German group at our stand who was looking for healthy snack alternatives. "This could prove to bring us unexpected and lucrative business," commented one manufacturer of refill products.

In total 188 companies from 22 countries presented their products and innovations. In addition to the market-leading companies, for the first time important companies such as Alfred Kärcher, Dr. Karg, Lotus Bakeries, LSI with the brands Jack Link's and BiFi, Lunch Vegaz, Schaerer, Stüwer and Tchibo Coffee Service took part in Cologne.

The wide range of exhibits of EuVend & coffeena was excellently rounded off by an extensive supporting programme. For instance, the "Vending Star Area" special event presented the nominees in the international competition of the innovation award, "Vending Star". The award winner in the category 'Auxiliary devices used to operate vending machines' was Jakob Gerhard GmbH for its product "Gerhardt MMX". In the category "Innovative vending product", the coveted award went to Kuchenmeister GmbH with its "Mini Sacher cake 50g". The Israeli company Nayax secured itself the Vending Star in the category "Concept" with its product development "VPOS Touch". servomat steigler Vertriebs- & Beratungs-GmbH was delighted to win first place in the category "Technical Appliances" for the appliance series "LaRhea Cool Aqua Plus". The prize was awarded during the "Vending Evening", which was the social highlight of the trade fair again and which is furthermore the largest international industry get-together.

The well-attended lectures and discussions on the 'Red Sofa' and in the scope of the international roundtable of experts "Visions of Vending" set additional impulses and conveyed further information.

The next EuVend & coffeena is scheduled in Cologne from 9 to 11 May 2019.

Eu'Vend & coffeena 2017 in figures:

In 2017, 188 companies took part at Eu'Vend & coffeena from 22 countries. 117 exhibitors came from Germany and 71 exhibitors from abroad. The gross exhibition surface spanned 13,500 square metres. Including estimates for the final day of the trade fair, around 4,500 trade visitors from 66 countries attended Eu'Vend & coffeena, of which around 40 percent came from abroad. Eu'Vend & coffeena is organised by Koelnmesse. The industry sponsor is the German Vending Association e.V. (BDV). For further information visit www.euvend-coffeena.com.

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Koelnmesse - Global competence in food: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States 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:

ProFood Tech, Chicago, Illinois, USA, 04.04.-06.04.2017

ANUTEK-International FoodTec India, Neu Delhi, India, 21.-23.08.2017

ANUFOOD China, Peking, China, 30.08.-01.09.2017

Note for editorial offices:

Eu'Vend & coffeena photos are available in our image database on the Internet at www.euvend-coffeena.com in the "Press" section.

Press information is available at: www.euvend-coffeena.com/Pressinformation

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