

# Anuga 2013 attracted 155,000 trade visitors from 187 countries

"Anuga is the most important platform in the world for the international food business." With these words Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, summed up the fair. "The Anuga trade fair in Cologne is unique: nowhere else brings supply and demand together so effectively at such a high level of quality."

In this way Anuga confirms its importance for worldwide trading in the food sector at the national and international levels alike. With around 65% of the participants coming from abroad, Anuga once again demonstrated that it is the international food and beverage trading hub. The exhibiting companies reported many intense discussions with high-level decision-makers and consistently praised the quality and internationality of the trade visitors.

## **German Retail Grocery Trade (BVLH)**

Friedhelm Dornseifer, President of the Federal Association of the German Retail Grocery Trade (BVLH) emphasized importance of Anuga for policy-making and the economy.

He said, "Ministers and Secretaries of State from all over the world travelled to Germany in order to visit Anuga."

## **German Food and Drink Industries (BVE)**

"Anuga once again highlighted that the sector's sustained growth is being driven by the increasing popularity of high-quality German food abroad," said Dr. Werner Ingold, Chairman of the Federation of German Food and Drink Industries (BVE).

"Food in Germany is of higher quality than ever before. It is also more diverse,

safer and cheaper. We therefore have to increase people's appreciation of our products and communicate food manufacturers' achievements. Anuga has provided politicians and businesses with trendsetting momentum."

## **German Hotel and Restaurant Association (DEHOGA)**

The German Hotel and Restaurant Association DEHOGA was also satisfied with the overall results.

The association's managing director, Ingrid Hartges, said, "The successful trade fair days in Cologne impressively demonstrated Anuga's importance for our sector. Caterers, chefs and business managers used Anuga as a source of inspiration and information. The DEHOGA Catering Marketplace served as the meeting place for the catering sector."



**On 9<sup>th</sup> October 2013, the 32nd Anuga came to a close with excellent results. For five days, around 155,000 trade visitors from 187 countries attended the show with 6,777 exhibitors.**

## Trends

The following trends were observed at the fair: Convenience products are becoming more and more widespread. With these products, the food supply chain is consistently meeting the needs of an increasing number of people who are adapting their eating habits to the changed nature of daily life. More and more manufacturers and brand-name products are now focusing on the freshness, taste, nutrition and sustainability of their food products as well as on the products' high quality.

## Discussions at Anuga

Discussions at Anuga also focused on the appreciation of food. The debate — held under the motto "Food Values" — addressed not only changes in consumer behaviour but also the sector's efforts to engage in a broader dialogue and promote transparency. The trade fair also featured the trend towards providing offers for specific target groups — for example, vegetarians, vegans and people with intolerances regarding certain types of food. Organic food, fair-trade products and regional specialities all continued to attract lots of interest.

The atmosphere at Anuga was characterized by a business attitude and extensive networking. Decision-makers from the domestic and international trade, as well as leading importers and buyers from key catering firms came to the fair to obtain in-depth information about services and the products on display. Many companies reported a good level of ordering activity.

The food industry once again used Anuga to present the sector's full range of products and services. Additional momentum was generated by new marketing concepts as well as new products that are the result of enhanced production methods.

**The next Anuga will take place from 10 to 14 October 2015.**

## Exhibitors from Pakistan

A total of 30 exhibitors from Pakistan participated in the world's leading trade fair for the retail trade, food products, services and catering market, Anuga 2013 in Cologne, Germany. Major product groups exhibited by Pakistani companies were rice, flour, spices and spice mixes, sauces and condiments, herbal products, nuts and kernel, dried fruits, juices, baked goods, salt, frozen breads and snacks. Companies displayed both their national and international brands.

Pakistan's Ambassador to Germany Abdul Basit attended the opening ceremony of Anuga and visited the TDAP's country pavilion and individual participants to meet the exhibitors and get a first hand assessment of the fair. The ambassador urged the Pakistani exhibitors to be competitive, innovative and maintain quality control for enhancing their share of business in the international market.

The exhibitors expressed their satisfaction over the arrangements made by TDAP through the Commercial Division at the Pakistan Consulate General, Frankfurt, regarding the establishment of stalls and hoped for a great business week at Anuga Cologne. Following are details of few Pakistani exhibitors at Anuga 2013.

### Aliza's Food (Pvt.) Ltd.

Aliza's food was established in 2004 in Karachi, Pakistan. Located at Sultanabad, Manghopir industrial estate it has become one of the leading Ginger/Garlic Paste exporters. They export to Middle East, Bangladesh, Hong Kong, USA, UK and other regions of Europe. Apart from Ginger/Garlic

Paste they provide full range of real traditional blend of spices, fried onion, fried vermicelli, roasted vermicelli, rusks, cake rusks, rice, pickles and more.

### Ashrafi Food Industries

Ashrafi Foods established in 1961, with wheat grinding machines "Chakki" and today it has gained a reputation as one of the prominent companies in Pakistan active in food industries. Its subsidiaries include Wheat Flour Mill Classic Bread, Industries Classic Spices and Recipes Classic Price. They also export to USA, Australia, Argentina and Bahrain.

### K.K Rice Mills (Pvt.) Ltd

K.K. Rice Mills (Pvt.) Limited is an integrated organization with having a vast marketing experience and established with modern ideology of prevailing business atmosphere, fully equipped with experienced manpower and latest technology of Rice Processing. K.K. Rice Mills (Pvt.) Limited attains and maintains perfection in rice processing, exporting and aiming to providing its customers complete satisfaction

### Moon Rice Corporation

Moon Rice Corporation established during 1980s is a prominent trading house in Pakistan, with global presence with sub-offices in United Arab Emirates (UAE), Uganda (East Africa) and United Kingdom (UK). Its clientele is based in Europe, Asia and Africa. It has been trading and exporting premium quality rice, spices, flour (wheat and rice), vermicelli and wheat around the world.



## Super Rice Mills (Pvt.) Ltd.

Super Rice Mills (Pvt.) Ltd with sound financial capability and import business contacts, has production capacity of five tones per hour. The daily production capacity of their rice processing unit is 120 tonnes per day. They are the only company in Pakistan having the Indian machinery for the processing of rice.

Super Rice Mills in Pakistan are certified exporters of quality rice in Pakistan and are exporting aromatic and super class basmati rice to more than 12 countries of the world including Saudi Arabia, Iran, U.A.E and United Kingdom.



## Staple Foods

Staple foods was established in May 2000 in Karachi. Staple food is a processing and export house with a capacity of processing 35000 Metric Tons of rice. About 90- 95% of the produce is exported to Middle East, Europe, US, Canada and African countries of the world.

## Multi Food Industries

Multi foods are one of the leading ethnic frozen foods manufacturers in Pakistan. They export under their own brand "Prime Harvest Mazedar" as well as private label brands. The products are manufactured 100% In-house and have ISO, HACCP and BRC certifications.

Their products range mainly comprises of ready to cook frozen foods, paratha, samosas, spring rolls, pastery sheets; heat and eat frozen tandoori bread range, chapati, kabab rolls, halwa etc. The company has also started a new product range of Pakistani Fruit Pulp (Frozen Mango Pulp), Canned Mango Pulp, Frozen Mango Chunks/slices etc. ♦

## Pomfrites: Fast food service on a rickshaw

by Shan Nasir.

With focus on quality without compromise, attention to detail on service, presentation, staff and investment in equip-

ment, Pomfrites, a mobile Rickshaw stall attracts a large number of fast food lovers in an upscale area of Karachi. Shah Aun, a seventh semester student at the Institute of Business Administration (IBA) launched the quick-service, two pomfrites mobile restaurants in January, specializing in Pom Bites, Pom Fries, Pom Chunks, and Pom Zinger.

While talking about product differentiation of Pomfrites from other restaurant chains, Shan Aun said, "It is our commitment to making high quality fast food products at reasonable prices. The idea came to me on a recent visit to China where fried ice cream, a dessert made from breaded scoop of ice cream was being sold on mobile units."

Pomfrites, which plans to gradually diversify into noodles, and various other fast



food items, has current average sales of Rs120,000 from one stall - with four full time employees.

Aun Shah, recently struck an agreement with the IBA Centre for Entrepreneurial Development (CED) which will enable him to open up his second restaurant inside IBA premises in Gulshan-e-Iqbal. IBA has constructed three shops inside its premises to facilitate students having appetite for retail businesses. According to the agreement, the IBA CED will be responsible for 40% of the investment against 25% equity.

On challenges in growing a retail business in a city rife with extortion and target killings, Aun commented, "Despite the poor economic and security conditions, Karachi is still a great place to do business. The huge population offers numerous opportunities to people who want to work. A look at steady growth of Imtiaz Supermarket is enough to understand the huge potential in this market."

Pomfrites launching at IBA Main Campus is a result of support from IBA's CED (Center for Entrepreneurial Development) department. Dr Shahid Qureshi heads this program and is the key person who provided this platform to explore this business opportunities within IBA. IBA-CED is promoting entrepreneurship at a formal platform and its efforts are already out there. ♦

