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Final Report

Powerful presence of vending and coffee sector at Eu'Vend & coffeena 2013

Companies report fruitful discussions with top visitors
Innovations and future-oriented topics are focus of dialogue between market participants

The powerful presence of the international vending and coffee sector underscored the importance of the trade fair duo Eu'Vend & coffeena as this year's most important platform for business and networking. Between September 19 and 21, 2013, some 5,000 trade visitors from 60 countries came to Cologne to find out about all the latest developments in the vending machine business, new technologies and appliance features, filling products, and coffee concepts. The 217 exhibitors from 23 countries unanimously reported good, intense discussions with top-level visitors. "Eu'Vend & coffeena are a reliable and market-oriented business trade fair duo. This is especially important given the increasingly difficult economic conditions being experienced by these sectors. The exhibitor and visitor figures, which are once again stable, show that the market fully appreciates the value of this duo," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, comparing the event to similar trade fairs. "The vending machine industry has once again raised its profile with numerous innovations this year. The sector was able to offer its customers many new ideas and concepts that will profit everyone concerned," concluded Karl-Heinz Blum, the spokesperson of the Executive Board of the German Vending Association (BDV), Eu'Vend's conceptual sponsor.

The visitors' high level of decision-making authority contributed greatly to the exhibitors' successful trade fair participation and encouraged them to expect good post-fair business. The dialogue between the market participants focused on innovations and future-oriented topics such as sustainability and energy



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efficiency. New concepts regarding automatic coffee machines for use in very small areas within coffee shops attracted a great deal of attention.

“The premium look and the high-quality design of the stands emphasized the sector’s willingness to invest,” remarked Dr. Aris Kaschafi, Executive Director of the BDV.

The coffee sector was also impressed by the professional nature of the trade fair and its visitors. Holger Preibisch, Managing Director of the German Coffee Association, which exhibited at coffeena, put it succinctly: “The number and the overall decision-making authority of the visitors was at a high level. The very informative offers along the entire coffee value chain led to extremely fruitful discussions.”

This impression is confirmed by a glance at the visitor list, which shows that large operators such as Allois Dallmayr AutomatenService, Selecta, Arabian Vending LLC, CA-Vending, café+co, Geile, JOB Meal Sweden, Kaffee-Partner-Ost, Lyovell, Maas, Prodiaplus, ServiPlus, and Tobaccoland were registered at the trade fair. The participants represented a “who’s who” of operators, not only within Germany but also at the international level.

Buyers from Lekkerland, Rewe, and Edeka were among the trade visitors. The coffee shop chains were represented by Cafe Bar Deutschland, chicco di caffè, Coffeshop Company, Coffee Bay, san francisco coffee, and Starbucks.

Visitors from the food service and catering market included large companies such as Accor, Aramark, Autobahn Tank & Rast, Autobar, Bayer Gastronomie, Burger King, Compass Group, LB-Catering, McCafé, McDonalds, Metronom, and Stockheim.

The buyers from major companies and organizations included representatives of BASF, Deutsche Post, EnBW, the European Commission, Nürburgring, RheinEnergie, Siemens, the Düsseldorf Student Union, the Munich Student Union, SWR, Telefonica, Volkswagen, and ZF Gastronomie.

The visitors at Eu’Vend & coffeena were once again very international in scope. There was a much higher visitor turnout from the growth markets of Turkey and Russia.

The supporting program generated additional momentum. For example, the presentations and discussions at the "Red Sofa" always attracted a large number of visitors. The Visions of Vending panel of international experts also met with a very good response.

The renowned international Vending Star award was presented this year to CA Vending Krugmann GmbH & Co. KG.

The Vending Innovation Area special show provided an overview of the innovations at the trade fair.

The Specialty Coffee Association of Europe (SCAE) was the official partner for the theme of training in the coffee sector. It held workshops in which participants obtained in-depth knowledge and professional skills.

The European Vending Association (EVA) also sponsored Eu'Vend and took part in the supporting program.

Eu'Vend & coffeena 2013 in figures:

A total of 217 companies from 23 countries took part in Eu'Vend & coffeena 2013. Of these participants, 126 exhibitors came from Germany and 91 from abroad. The event occupied a gross exhibition space of 13,500 m². Including estimates for the last day of the fair, Eu'Vend & coffeena attracted approximately 5,000 trade visitors from 60 countries; about 34 percent of the visitors came from abroad.

The next Eu'Vend & coffeena will take place in Cologne from Thursday, September 24 to Saturday, September 26, 2015.

**Further information is available at:
www.euvend-coffeena.com**