

No. 17 / Cologne, 10th September 2011

## Final Report

The vending sector's leading trade fair shows off an international profile in conjunction with coffee fair

# Eu'Vend + coffeena: Much higher turnout of exhibitors and visitors from Germany and abroad

Excellent business contacts and intensive discussions: The sector expects good post-fair business

After three exciting and productive days, the trade fair duo Eu'Vend + coffeena finished with a considerable increase in visitor turnout of nearly 16 per cent. From 8th to 10th September 2011 about 5,600 trade visitors from 60 countries used the opportunity to gather information, place orders and engage in networking (Eu'Vend 2009: 4,809 visitors from 54 countries). "In 2011 Eu'Vend has once again clearly underscored its leading position for the international vending sector," concluded Karl-Heinz Blum, the spokesperson for the Executive Board of the German Vending Association (BDV), Eu'Vend's conceptual sponsor. "With its numerous innovations the vending sector once again showed its future-oriented and solution-oriented character — that won over our business partners," added Blum. Eu'Vend, the International Trade Fair for the Vending Industry, took place this year for the first time in conjunction with coffeena, the International Coffee Fair. "The good turnout of visitors impressively shows that our expanded concept is the right move and takes all factors into account," said Peter Grothues, Vice President Food at Koelnmesse GmbH. "The vending and coffee sectors are an outstanding combination — for exhibitors and visitors alike." This was also confirmed by Klaus Langen, Chairman of the Deutsche Röstergilde (German Coffee Roasters' Guild), the official partner organization of coffeena: "The specialists in the coffee sector have found an exciting setting here for making new business contacts."

The vending sector highlights included new products offering clear benefits for operators and users. User-friendly touchscreens not only improve the



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8. – 10. 09.2011

[www.euvend.com](http://www.euvend.com)

[www.coffena.biz](http://www.coffena.biz)

Contact:  
Christine Hackmann  
Tel.  
+ 49 221 821-2288  
Fax  
+ 49 221 821-3285  
E- mail  
c.hackmann@  
koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[info@koelnmesse.de](mailto:info@koelnmesse.de)  
[www.koelnmesse.de](http://www.koelnmesse.de)

Executive Board:  
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Cologne - Amtsgericht Köln, HRB 952

communication with the end consumer; they also offer — thanks to integrated Telemetry and expanded technological interfaces — high-quality connections with service providers and operators of vending machines. New visual designs make vending machines attractive for a wide variety of sites and enable individual brandings. Concepts for cashless payment systems were the focus of lively discussions, e. g. with NFC (Near Field Communication) via mobile phones. In the filling products segment a host of innovations including milkshakes and yoghurt products attracted lots of attention. The coffee machines segment, from tabletop models to fully automatic machines, are offering more and more convenience in connection with an extensive selection of coffee specialities, also in premium quality. Vending machines with multiple functions, e.g. for hot and cold drinks, were the objects of strong interest on the part of trade visitors. Energy efficient and resource conserving vending systems were key topics.

The coffee sector presented a remarkable array of specialities from several different countries, various roasts and preparation methods. Capsule solutions, which are also available in premium quality grades, continue to be a popular trend.

For the exhibitors the quality of the visitors was one of the decisive criteria for the event's success. And the high quality visitors came for products in all segments. "I was engaged in good talks — which led to concrete business deals," said a leading supplier of vending machines. "My contacts at this trade fair came from a number of different countries," reported another exhibitor from the filling products segment who welcomed visitors from Germany, Austria, France and the Benelux countries. Other exhibitors found new customers from eastern and southern Europe.

The event was attended by big buyers including Aramark, Metro C + C, Edeka, Selecta, Sodexo, Maas, Dallmayr, café+co, Sogeda, JOBmeal, Fountain and Darea, as well as many medium-size companies from the vending and food service and catering sectors. Buyers from top companies and organizations including Philip Morris, VW, the European Commission, Deutsche Telekom, Deutsche Post, and Munich Airport were registered, as were various European student catering organizations. Also present were trade visitors from numerous

coffee roasters including Sara Lee, Kraft Foods, Nestlé, Darboven, Tchibo, Rombouts, Melitta, Mokador, Lavazza and Krüger.

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Eu'Vend + coffeena was also a successful event for many coffee suppliers, who made good contacts with vending sector professionals, who included buyers of coffee products and service providers offering cups, vending machines and operating equipment. "The long journey to Cologne really paid off for us," said an exhibitor from Asia, adding that he had also established great contacts.

There was an increase in the numbers of visitors from Germany and from abroad, with the share of foreign visitors remaining stable at about 38 percent. The event once again attracted a large turnout of visitors from the Benelux countries, Austria, Poland and France. And there was a considerable increase in the number of registered visitors from the Middle East and Asia.

Nearly the entire vending sector was present at Eu'Vend. The coffee product range was expanded significantly, not least due to the inclusion of coffeena. With a combined total of 237 suppliers from 28 countries, the trade fair duo Eu'Vend + coffeena was well positioned and has thus recorded not only a considerable increase in the number of exhibitors taking part; the exhibiting companies were also more international.

The very diverse range of products exhibited at Eu'Vend + coffeena was superbly rounded out by an extensive supporting programme. All of the presentations and discussion forums on the "**Red Sofa**" were very well attended throughout the schedule, for example when a presentation on vending machine coffee was given or complex telemetry was discussed. The panel discussion "**Visions of Vending**" was a big success, attracting an audience of over 160 participants. The in-depth discussions featuring renowned experts from around the world addressed topics of importance for the future of the sector, including sustainability, rising costs of energy and raw materials, and premium operating.

The "**Vending-Innovations**" special show presented the prize-winners in the international competition for the "**Vending Star**". The top prize went to the Netherlands-based company Toeca International B. V. for its new yoghurt vending machine, which the jury of international experts chose from a field of

top quality entries. The prize was presented during the "Vending Evening" event, the sector's largest international get-together, which was once again the social highlight of the trade fair.

Presented this year for the first time was the **Intel Intelligent Vending Award**, which was sponsored by the Intel Corporation. The winner, the company Veromatic International, which is also based in the Netherlands, entered a technologically sophisticated tabletop coffee machine with a high-end touchscreen and innovative, user-friendly interface. The prize money for the Intel Intelligent Vending Award was €10,000.

During all hours of the trade fair, the **Deutsche Röstergilde (German Coffee Roasters' Guild)**, an official coffeena partner, offered very specific information presented by professionals concerning topics including filtering methods, roasts and types of preparation, in combination with instructive coffee tastings.

The barista workshops offered by the **Berlin School of Coffee** were very popular, as were the examinations for the SCAE Barista Certifications, Level 1, organized by the **Hanover Coffee School**.

#### **Eu'Vend + coffeena 2011 in figures:**

Eu'Vend in figures: Taking part were 137 exhibitors and 1 additionally represented company from Germany and 96 exhibitors and three additionally represented companies from abroad. The event occupied a gross exhibition space of 16,000 m<sup>2</sup>. Including estimates for the last day of the fair, Eu'Vend + coffeena attracted approximately 5,600 trade visitors from 60 countries, including approximately 38 percent from abroad.

**The next Eu'Vend + coffeena will take place in Cologne  
from Thursday, 5th to Saturday, 7th September 2013.**

**Further information is available at:**

**[www.euvend.com](http://www.euvend.com) and [www.coffeena.biz](http://www.coffeena.biz)**