

Friday, 10th October 2003

1:30 p.m. to 5 p.m. :

Milk Talks

Milk in Motion

(for specially invited guests only)

After its successful premiere in 2002, the second edition of Milk Talks will be held this year and will focus primarily on marketing and scientific topics of interest to the dairy sector. The Wellness debate remains a hot topic-forever young, slim and fit? In this context, the discussion will address not only our eating habits but also the higher demands placed on our foods. What is the place of nutrition in the 21st century? What role do high-quality foods like milk and dairy products play in our health, and doesn't high product quality also produce a higher quality of life? On the opposite side are demanding discounters who propagate maximum quality at minimum prices, which consumers have come to expect.

But this attitude poses a new challenge each day for food producers. We cordially invite you to attend an interesting discussion entitled "Milk in Motion". It will touch on all facets of quality of life, true values and needs. We have recruited speakers from the scientific community and public life to lead the discussion.

Moderator: Wolf-Dieter Poschmann, head of ZDF sports

Venue: Komed (Mediapark in Cologne)

Organiser:

The Milk Industry Association (MIV)
Godesberger Allee 157 x 53175 Bonn x Germany
tel: +49 (0)2 28-95 96 90 x fax: +49 (0)2 28-37 15 35
info@milchindustrie.de x www.milchindustrie.de
and the CMA Central Marketing Society of German Agriculture
Koblenzer Strasse 148 x 53177 Bonn x Germany
tel: +49 (0)2 28-84 70 x fax +49 (0)2 28-84 72 02
info@cma.de x <http://www.cma.de/>

6:00 p.m.:

Opening event

Trade and Industry – A Solid Partnership for Creating Added Value (by special invitation only)

Numerous national and international initiatives for improvement of food quality and safety have recently made it clear that all of the value-added chain levels have a common responsibility towards the consumer, whose confidence in food quality and safety has been increasingly shaken. This loss of confidence has also had a highly negative effect on the creation of added value. It is in the common interest of trade and industry to bring this harmful development under control. Customers can only be retained by using the combined strengths of brand manufacturers and traditional food retailers. In order to face that challenge, both sides are creating a solid partnership, because the services of both groups are indispensable. Strong brands create trust and customer turnout. Only through innovation can the trade take advantage of untapped sales and earnings potential. Above and beyond all individual interests, it is therefore time to create greater value by showing greater solidarity – at all levels!

Welcoming remarks: Fritz Schramma, Lord Mayor of the City of Cologne

Opening: Claude Hauser, President of the Migros-Genossenschafts-Bund (Migros Purchasing

Association), Zurich
Chairman of the Board, Migros Purchasing Association, Zurich
Board of Directors, CIES- the Food Business Forum, Paris

Speakers: Antony Burgmans, Chairman, Unilever N.V., Rotterdam
Alfons Frenk, CEO, EDEKA Zentral AG & Co. KG, Hamburg

Venue: Congress Centre East
Followed by a sector meeting, beginning at 8:00 p.m.

Organiser:
Bundesverband des Deutschen Lebensmittelhandels (Federal Association of the German Retail
Grocery Trade), Berlin

Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food
Industry), Bonn

CIES – The Food Business Forum, Paris
Koelnmesse GmbH, Cologne

Saturday, 11th October 2003

10:00 a.m.:

Opening event

German Chancellor Gerhard Schröder will officially open Anuga 2003. (by special invitation only)

Venue: Congress Centre East

Organiser:

Bundesverband des Deutschen Lebensmittelhandels (Federal Association of the German Retail Grocery Trade), Berlin

Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food Industry), Bonn

CIES – The Food Business Forum, Paris

Koelnmesse GmbH, Cologne

2:00 p.m.:

"A Talk with Industry Leaders"

A Duel of Brands- Manufacturer Brands or Retailer Brands:

Who Will Control the Future?

Industry leaders offer daily forums for discussion at Anuga Talk. Listen to food industry leaders and learn about the latest and most exciting market topics. Hosted by Michael Schellenberger, Bernd Biehl and Mr. Kalthoff, the BVE – Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food Industry) – and Lebensmittel Zeitung offer you fascinating insights into companies and markets. At the BVE stand.

Venue: Hall 11.1, D 10/E 19 (BVE stand)

Organiser: Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (Federal Association of the German Food Industry)

Godesberger Allee 142–148 x 53175 Bonn x Germany

tel. +49 (0)2 28-30 82 90 x fax +49 (0)2 28-3 08 29 99

bve@bve-online.de x <http://www.bve-online.de/>

2:00 p.m.:

Innovation Prize for Organic Food Processing 2003

The award will be presented to companies whose innovations in the processing of organically grown agricultural products have contributed to the dynamic growth of the organic-food market. The prize, to be presented at Anuga 2003 by German Consumer Protection Minister **Renate Künast**, will give these companies a unique opportunity to highlight their innovative activities. The innovation Prize for Organic Food Processing 2003 is designed to be a multisector award. Companies from all segments of the industry are eligible for the competition – for example, producers of meat, sausage, milk, dairy products, baked goods, pasta, drinks and convenience foods. The prize will be presented in five areas of innovation technology and processing, raw material type and production, marketing, environmental commitment, and cultural and social activities. The prize will be awarded at the stand of the Federal Ministry of Consumer Protection, Food and Agriculture, which is called the "BMVEL – Special Organic Farming and Processing". The ministry's stand will serve as the hub for information about organic

products, offering expert discussion partners and a daily supporting programme. The event is being organised by the ministry as part of a federal programme to promote organic farming.

Venue: Hall 3.2, aisle N31/P48

Organiser:

The event will be held on behalf of the BMVEL as part of a federal programme for organic agriculture.

BMVEL – Spezial Ökologischer Landbau & Verarbeitung
geschaefsstelle-oekolandbau@ble.de · www.oekolandbau.de

Staging: modem conclusa public relations gmbh

Tel. +49(0)89-7 46 30 80 · fax +49(0)89-18 97 91 98

klepsch@modemconclusa.de

3:00 p.m.:

CMA Speciality Prizes

The CMA Speciality Prize is awarded every two years for outstanding product innovations within the German food industry. Those suppliers who receive the prize can use it to draw attention to the distinctive character of their products and thus set themselves apart from their competitors. It will be awarded this year by German Consumer Protection Minister **Renate Künast**. An independent jury of renowned experts from the food and delicatessen trade, the trade press and the catering sector will select the prize winners. The prize ceremony will take place at Anuga.

Venue: Congress Centre East, Blauer Salon

Organiser:

Centrale Marketing-Gesellschaft der Deutschen

Agrarwirtschaft mbH (Central Marketing Organisation of German Agricultural Industries)

Koblenzer Straße 148 · 53177 Bonn · Germany

Tel. +49(0)2 28-84 70 · fax +49(0)2 28-847-202

info@cma.de · www.cma.de

Sunday, 12th October 2003

11:00 a.m.:

**BAH Forum in the OTC Forum (I)
"Herbal Remedies and the Retail Trade"**

Dr. Barbara Steinhoff, Bundesverband der Arzneimittel-Hersteller
(German Association of Drug Manufacturers)

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller
(German Association of Drug Manufacturers) and
Koelnmesse GmbH
Ubiestraße 71–73 · 53173 Bonn · Germany
tel. +49(0)2 28-95 74 50 · fax +49(0)2 28-9 5745 90
bah@bah-bonn.de · www.bah-bonn.de

2:00 p.m.:

DLG Award Presentation PRIZE for EXCELLENCE – Baked Goods

The Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) honours top companies with its "Prize for Excellence" award. The prize winners from the **Baked Goods** segment will be presented with medals and certificates.

Venue: Offenbachsaal, Congress Centre East

Organiser:

Deutsche Landwirtschafts-Gesellschaft
(German Agricultural Society)
Eschborner Landstraße 122 · 60489 Frankfurt · Germany
tel. +49(0)69-24 78 80 · fax +49(0)69-24 78 8115
food@dlg-frankfurt.de · www.dlg.org

2:00 p.m.:

**Tempt me – The new meaning of brands
in the food and drinks sector**

Brands are essential for consumers. After all, brands offer consumers guidance. They serve as the reliable guiding stars of the product universe and play a significant role in helping consumers to make their purchasing decisions and select products. Brands convey not only a message but also a sense of identity.

Speaker: Jens Lönneker, Diplom-Psychologe (psychologist)

Venue: Kristallsaal, Section 1

Organiser:

rheingold Institut für qualitative Markt- und Medienanalysen GmbH & Co. KG and Koelnmesse GmbH
Kaiser-Wilhelm-Ring 46 · 50672 Köln · Germany
tel. +49(0)2 21-91 27 77 10 · fax +49(0)2 21-91 27 77 55
rheingold@rheingold-online.de · www.rheingold-online.de

2:00 p.m.

"A Talk with Industry Leaders"**Price! Price! Price! - Bringing Marketing out of the Impasse**

Industry leaders offer daily forums for discussion at Anuga Talk. Listen to food industry leaders and learn about the latest and most exciting market topics. Hosted by Michael Schellenberger, Bernd Biehl and Mr. Kalthoff, the BVE – Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food Industry) – and Lebensmittel Zeitung offer you fascinating insights into companies and markets. At the BVE stand.

Venue: Hall 11.1, D10/E19 (BVE stand)

Organiser:

Bundesvereinigung der Deutschen Ernährungsindustrie e.V.
(Federal Association of the German Food Industry)
Godesberger Allee 142–148 x 53175 Bonn x Germany
tel. +49 (0)2 28-30 82 90 x fax +49 (0)2 28-3 08 29 99
bve@bve-online.de x www.bve-online.de

2:00 p.m. to 3:30 p.m.:

Food Product Traceability

Image Damage Caused by Public Product Recalls – Product recalls and their impact on the reputations of companies and their trading partners; product traceability as a competitive advantage; lessons learned from recall-related image damage.

Venue: Salon Allegro, entrance to Hall 10/11

Organiser:

Centrale für Coorganisation GmbH
Maarweg 133 · 50825 Köln · Germany
tel. +49(0)2 21-94 71 44 37 · fax +49(0)2 21-94 71 44 90
info@ccg.de · www.ccg.de

3:00 p.m.:

BAH Forum in the OTC Forum (II)**"Products with Health Benefits"**

Medicines, dietary supplements, functional food
Andrea Schmitz, German Association of Drug Manufacturers

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller (German Association of Drug Manufacturers) and
Koelnmesse GmbH
Ublerstraße 71–73 · 53173 Bonn · Germany
tel. +49(0)2 28-9 57 45-0 · fax +49(0)2 28-9 57 45-90
bah@bah-bonn.de · www.bah-bonn.de

4:00 p.m.:

Olive Oil Seminar I

Survey an outlook of the world market situation, the international trade standards and the quality control are topics of this seminar which will end with an Olive Oil degustation

Venue: Congress-Centrum West, Konferenzraum F

Organiser:

Olive Oil Council, c/o Syntax Werbeagentur GmbH
Ebenböckstraße 15× 81241 München × Germany
tel. +49(0)89-5 40 18 30 × fax +49(0)89-54 01 83 50
info@syntaxwerbung.com

5.00 p.m.:

OTC Forum - "Health Typology"

Psychonomics focuses on the health care market. Every year, it monitors the latest developments and consumer trends with regard to health awareness and self-medication, and prepares the results for marketing purposes.

Venue: Congress Centre West, Conference Room C

Organiser:

Consodata Germany GmbH & Co. KG and psychonomics AG
Ms. Anja Schweitzer
Berrenrather Straße 154 – 156 · 50937 Köln · Germany
tel. +49(0)2 21-4 20 61-3 29 · fax +49(0)2 21-4 20 61-100
anja.schweitzer@psychonomics.de · www.psychonomics.de

5:00 p.m.:

Beer and cheese tasting

(by special invitation only)

Opening event featuring an unusual combination of products. A number of cheese producers and breweries will give journalists the opportunity to experience new taste sensations during a beer and cheese tasting session. The event is being supported by DLG in Frankfurt am Main; Koelnmesse; the trade publication "Milch-Marketing", Bad Bresig; and Rüdiger Ruoss, Chur.

Venue: Congress- Centre, Nördliches Foyer

Organiser:

Milch-Marketing and Koelnmesse GmbH, c/o Publik Agentur für Kommunikation GmbH
Harrlachweg 2 · 68163 Mannheim · Germany
tel. +49(0)6 21-3 28 86 40 · fax +49(0)6 21-32 88 64 50
info@publik-kom.de · www.publik-kom.de

6:00 p.m.:

Presentation of the "Golden Ice Crystal"

Venue: Congress Centre East, Messe-Club

Organiser:

Quick Frozen Foods International
The world's leading magazine for the frozen food industry
tel. +31(0)3 41 26 08 60 x fax +31(0)3 41 26 08 60
jaccovanlaar@wanadoo.nl

Monday, 13th October 2003

All day:

AL-Invest Snack Pack

Meeting of cooperation between Latin American and European companies from the food packaging and processing segment

The AL-Invest Programme run by the European Commission provides funding for meetings of cooperation between European and Latin American companies. These individually organised meetings are intended to provide companies with the chance to make initial contacts, discuss the possible conclusion of contracts and gain an overview of the respective target market. The aim is to present all participants with new and beneficial opportunities to open up a new market for their business activities. Anuga is an ideal environment for such a sector-specific cooperation exchange. On the basis of the individual company profiles and specified partner profiles, our partner organisations in the countries of Latin America are seeking potential business partners to invite to the AL-Invest meeting. Before the event, each participating company will receive an individually prepared schedule.

Venue: Kristallsaal, Section 3

Organiser:

IHK Gesellschaft zur Förderung der Außenwirtschaft und der Unternehmensführung mbH · Ms. Maria-José Poddey

Dottendorfer Straße 86 · 53129 Bonn · Germany

tel. +49(0)2 28-2 89 20 25 · fax +49(0)2 28-2 89 20 27

poddey.maria-jose@ihk-gmbh.de

www.ihk-gmbh.com

www.snackpack-cologne.com

The AL-Invest Snack Pack partners:

- ELBA Italy:
bassano@europe-link.com
- Camara de Comercio Barcelona Spain:
pcobos@mail.cambrabcn.es
- CCI d'Eure et Loire France:
ndewitte@eureetloire.cci.fr
- AS International UK:
european@innovages.com
- IMCS Ireland:
imcs@eircom.net
- ECE Monterey Mexico:
pdiaz@campus.gda.itesm.mx
- ECE Mendoza Argentina:
eurocentro1@bolsamza.com.ar
- ECE Cedral Paraguay:
eurocentro@cedial.org
- ECE Nicaragua:
eurocentro.nicaragua@netport.com.ni
- Aquarius Brazil:
ilka@aquariussp.com.br
- ECE Colombia:
directoreaeurocentro@ccb.org.co

9.00 p.m.:

The DEHOGA Gastro Event

(by special invitation only)

How to increase turnover in...

...catering

...the hotel industry

Speaker: Bernd Luxenburger, Managing partner, Gastgewerbe Beratungs Service GmbH

Venue: Messeclub

Organiser:

DEHOGA Gastgewerbe Nordrhein and Koelnmesse GmbH Liesegangstraße 22 · 40211 Düsseldorf · Germany

tel. +49(0)2 11-17 87 10

info@DEHOGA-Gastgewerbe-NRW.de · www.dehoga-gastgewerbe-nrw.de

10.00 a.m.:

Olive Oile Seminar II

In the focus are the development of the market, the new EC-regulations starting November 2003, experiences with the sensoric quality-control, at the end introduction in sensoric IOOC/EC method for controlling the classification of Olive Oil. (Simultaneous interpreting will be provided between German and English)

Venue: Congress-Centrum West, Konferenzraum F

Organiser:

Informationsgemeinschaft Olivenöl, München and IOOC, c/o Syntax Werbeagentur GmbH

Ebenböckstraße 15 x 81241 München x Germany

tel. +49(0)89-5 40 18 30 x fax +49(0)89-54 01 83 50

info@syntaxwerbung.com

11:00 a.m.:

"A Talk with Industry Leaders"

**Economic Policies for Medium-sized Companies -
What Will Agenda 2010 Bring?**

Industry leaders offer daily forums for discussion at Anuga Talk. Listen to food industry leaders and learn about the latest and most exciting market topics. Hosted by Michael Schellenberger, Bernd Biehl and Mr. Kalthoff, the BVE – Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food Industry) – and Lebensmittel Zeitung offer you fascinating insights into companies and markets. At the BVE stand.

Venue: Hall 11.1, D 10/E 19 (BVE stand)

Organiser: Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (Federal Association of the German Food Industry), Godesberger Allee 142–148 x 53175 Bonn x Germany
tel. +49 (0)2 28/30 82 90 x fax +49 (0)2 28/3 08 29 99
bve@bve-online.de x www.bve-online.de

11:00 a.m.:

New shopping trends – the "Aldification" of consumption

Consumers' shopping habits are experiencing a consumption revolution. The main beneficiaries of this trend are discounters like ALDI and Lidl. Rheingold researched the things – other than rational price considerations – that psychologically motivate consumers to shop at discounters in increasingly larger numbers.

Speaker: Stephan Grünewald, Diplom-Psychologe (psychologist)

Venue: Kristallsaal, Section 1

Organiser:

rheingold - Institut für qualitative Markt- und Medienanalysen GmbH & Co. KG and Koelnmesse GmbH
Kaiser-Wilhelm-Ring 46 · 50672 Köln · Germany
tel. +49(0)2 21-91 27 77 10 · fax +49(0)2 21-91 27 77 55
rheingold@rheingold-online.de · www.rheingold-online.de

11:00 a.m.:

Trust is good, control is better

In recent years, following numerous food scandals and their devastating impact on the entire agricultural and food industry, substantial efforts have been devoted to establishing testing and control systems for ensuring basic quality standards for processes and products. In order to control the complex processes in a production chain – from the fields all the way to food retailers' shelves – quality management that spans a company's entire range of operations is an indispensable tool. Analysis of the supply chains in the food industry shows that even today the boundaries of businesses, production stages and geographical boundaries still arbitrarily separate quality management activities that are – logically speaking – interdependent on one another.

A international team of experts has therefore taken the initiative to jointly develop a cross-border network that will make possible an information exchange between participants in quality management systems and health management systems while supporting production processes.

Speaker: Gereon Schulze Althoff, GIQS e.V. (Cross-border Integrated Quality Assurance)

Venue: Congress Centre East, Conference Room Nördliches Foyer

Organiser:

EFSIS Pressebüro Deutschland
Resenbarg 10 · 24598 Boostedt · Germany
tel. +49(0)43 93-9 70 99 99 · fax +49(0)43 93-9 70 88 88
efsis.pr-germany@gmx.info · www.efsis.com

11:00 a.m.:

BAH Forum in the OTC Forum (III)

"Advertising for Non-Prescription Medicines"

Legal opportunities and obstacles
Andrea Schmitz, German Association of Drug Manufacturers

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller (German Association of Drug Manufacturers) and
Koelnmesse GmbH
Ublerstraße 71–73 · 53173 Bonn · Germany
tel. +49(0)2 28-9 57 45-0 · fax +49(0)2 28-9 57 45-90
bah@bah-bonn.de · www.bah-bonn.de

11:00 a.m.:

Food quality analysis

11:00 a.m.

Analytics and legal certainty

Lecture by Prof. Hilmar Förstel of the Research Centre in Jülich

12:00 a.m.

Biophotonic measurement

Demonstration of a low-light amplifier that can display the glow of fruit and vegetables on the screen.
The principle of food quality analysis with the help of biophotonics is clarified here. Sofi Cohen,
International Institute for Biophotonics.

1:00 p.m.

Podium discussion on the concept of the quality of our food

Experts Prof. Förstel, Dr. Balzer, Leo A. Nefiodow (an expert on the growing health market), Jo
Lickfett and a representative of the BfA (TBA) will discuss the concept of the quality of our food and
how our food affects our performance, well-being and health. They will provide information on the
extent to which future-oriented food merchants can benefit from this knowledge.

2:30 p.m.

Determining origin using the isotopic method

Lecture by Dipl. Ing. agr. J. Lickfett.

3:30 p.m.

Basic experiment for "image-generating methods"

The exact origin of each batch can be established using isotopic determination. This is a reliable
process that detects false information concerning the origin.
Lecture by Dr. Fritz Balzer, soil analysis laboratory.

Venue: Congress Centre West, Großer Rheinsaal

Organiser:

bioPress Verlag
Schulstraße 10 · 74927 Eschelbronn · Germany
tel. +49(0)62 26-43 51 · fax +49(0)62 26-4 00 47
info@biopress.de · www.biopress.de

11:00 a.m.:

DLG Award Presentation PRIZE for EXCELLENCE – Dairy Products

The Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) honours top companies with its "Prize for Excellence" award. The prize winners from the Dairy Products segment will be presented with medals and certificates.

Venue: Offenbachsaal, Congress Centre East

Organiser:

Deutsche Landwirtschafts-Gesellschaft
(German Agricultural Society)
Eschborner Landstraße 122 · 60489 Frankfurt · Germany
tel. +49(0)69-24 78 80 · fax +49(0)69-24 78 8115
food@dlg-frankfurt.de · www.dlg.org

11:30 a.m.:

Grips & Co.: Finals of the Professional Competition

In this year's finals, the top young candidates from the Grips & Co. professional competition will once again be demonstrating their specialist knowledge and talent for presentations and sales. The trade magazine RUNDSCHAU für den Lebensmittelhandel is organising the competition for the 23rd time. Almost 20,000 up-and-coming professionals from the retail food industry (maximum age 25) have taken part this year. At the closing event, which has developed into a sector gathering, contestants compete in a series of quiz rounds for the top ten rankings and the grand prize for 2003.

Venue: Congress Centre East, Saal 1 and 2

Organiser:

RUNDSCHAU für den Lebensmittelhandel
tel. +49(0)89-85 85 32 12
mandy.wickert@rundschau.de

12:30 p.m.:

**OTC Forum
"Health Typology"**

Psychonomics focuses on the health care market. Every year, it monitors the latest developments and consumer trends with regard to health awareness and self-medication, and prepares the results for marketing purposes.

Venue: Congress Centre West, Conference Room C

Organiser:

Consodata Germany GmbH & Co. KG and psychonomics AG · Ms. Anja Schweitzer
Berrenrather Straße 154-156 · 50937 Köln · Germany
tel. +49(0)2 21-4 20 61-3 29 · fax +49(0)2 21-4 20 61-100 anja.schweitzer@psychonomics.de ·
www.psychonomics.de

2:00 p.m.:

No more target groups – new approaches to brand loyalty

Consumers are displaying increasingly less loyalty to products. By focussing on the various established target group categories, the industry is preventing the development of efficient marketing strategies. The latest studies conducted by rheingold reveal psychological reasons and give alternatives.

Speaker: Ines Imdahl, Diplom-Psychologin (psychologist)

Venue: Kristallsaal, Section 1

Organiser:

rheingold - Institut für qualitative Markt- und Medienanalysen GmbH & Co. KG and Koelnmesse GmbH

Kaiser-Wilhelm-Ring 46 · 50672 Köln · Germany

tel. +49(0)2 21-91 27 77 10 · fax +49(0)2 21-91 27 77 55

rheingold@rheingold-online.de · www.rheingold-online.de

2:00 p.m.:

DLG Award Presentation PRIZE for EXCELLENCE – Beverages

The Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) honours top companies with its "Prize for Excellence" award. The prize winners from the **Beverages** segment will be presented with medals and certificates.

Venue: Offenbachsaal, Congress Centre East

Organiser:

Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society)

Eschborner Landstraße 122 · 60489 Frankfurt · Germany

tel. +49(0)69-24 78 80 · fax +49(0)69-24 78 81 15

food@dlg-frankfurt.de · www.dlg.org

2:00 p.m. to 3:30 p.m.:

Food Product Traceability

Economic Aspects – System costs for the implementation of traceability; weighing up risks and investments; reducing product recalls; process recommendations for the downstream area; how can recall procedures be optimised for maximum economic efficiency?

Venue: Salon Allegro, Entrance to Hall 10/11

Organiser:

Centrale für Coorganisation GmbH

Maarweg 133 · 50825 Köln · Germany

tel. +49(0)2 21-94 71 44 37 · fax +49(0)2 21-94 71 44 90

info@ccg.de · www.ccg.de

2:00 p.m.:

OTC Forum

"Weight-Reduction Products on the Health Shelf"

On the truths and myths surrounding products designed to promote weight loss, and on the meaning of L-Carnitine during a diet and as a component of an athletic nutrition program. Dr. Stefan

Siebrecht, President of the Gesellschaft für Ernährungsforschung e.V. (the Society of Nutritional Research)

Venue: Congress Centre West, Conference Room C

Organiser:

Gesellschaft für Ernährungsforschung e.V.
Max-Eyth-Straße 39 · 89231 Ulm · Germany
tel. +49(0)7 31-9 78 10-11
www.gfe-ev.de

3:30 p.m.:

**BAH Forum in the OTC Forum (IV)
"The New Health Products"**

Wishful Thinking and the Truth
Dr. Rose Schraitle, German Association of Drug Manufacturers

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller
(German Association of Drug Manufacturers) and
Koelnmesse GmbH
Ublerstraße 71–73 · 53173 Bonn · Germany
tel. +49(0)2 28-9 57 45-0 · fax +49(0)2 28-9 57 45-90
bah@bah-bonn.de · www.bah-bonn.de

4.00 p.m.:

"An Evening with India Food Inc."

Home to some of the world's largest raw materials like Cereals, Fruits & Vegetables, Milk, Spices, Bovine Population, and many more, the Indian food processing industry stands at the threshold of a transition. Ready to spread its wings, India looks forward to joining with its international counterparts in newer areas of business. Offering a glimpse of the Indian food processing industry and highlighting its potential as a promising investment destination, the Confederation of Indian Food Trade & Industry (CIFTI) and Agricultural and Processed Food Products Export Development Authority (APEDA), India will host an Evening on the occasion of Anuga 2003. Mr. N.T. Shanmugham, Minister for Food Processing Industries, Govt. of India

Venue: Congress-Centrum West, Kleiner Rheinsaal

Organiser:

Confederation of Indian Food Trade & Industry (CIFTI)
Federation House x Tansen Marg
New Delhi 110 001 x India
tel: +91 11-23 73 63 05 x Fax: +91 11-23 32 07 14
ciftinfo@vsnl.net

4:30 p.m.:

Rabobank Finance Forum (by special invitation only)

The year 2003 is turning into one of the worst ever experienced by the food and agriculture sectors since 1945. Ruinous price wars and consumers' frugal spending habits are eating away at profit margins and producers' nerves. Germany is at the lower end of European growth rates. Both investors and consumers are on edge. The overall business climate for the sector is anything but positive. The economy's sputtering engine cannot afford to be throttled back any further. The questions: How will the sector meet the challenges of the future? The Rabobank Finance Forum with Professor Dr. Hans Tietmeyer, a former President of the German Central Bank, will examine fundamental trends and work out factors of success for mid-sized companies. What effect will Basel II and the German government's reform program Agenda 2010 have? Can a consensus in all areas of society be achieved in the push to introduce much-needed reforms? How can financial policies win back their credibility? Where are the world economy and the dollar going, and what will that mean for companies?

Presentations:

- **The New Operating Conditions: A Barrier or a Driving Force for the Economy?**
Professor Dr. Hans Tietmeyer, Chairman of the Committee of the Initiative for a New Social Market Economy and a former president of the German Central Bank.
- **Money for the Sector: Putting Financing to the Test**
Wouter Kolff, Deputy Chairman of Rabobank International

Host: Michael Schellenberger, Managing Director of the publication "Lebensmittel-Zeitung"

Venue: Congress Centre East, Section 1

Organiser:

Rabobank International, Frankfurt Branch
Solmsstraße 83 · 60486 Frankfurt · Germany
tel. +49(0)69-79 20 63 20
finanzforum2003@rabobank.com · www.rabobank.com

6:00 p.m.:

Anuga Frische - Event

Fresh and chilled convenience products are one of the most important trends for consumers today - a trend that is especially profitable and has a promising future for trade and industry. This segment's success abroad is a good indication that business will be excellent in the German market as well. That's why the forthcoming ANUGA will be offering a brandnew business platform: ANUGA CHILLED FOOD. With the FRISCHE INITIATIVE we will be showcasing innovative concepts and product ranges to boost trade profiles and profits.

Programm

- 6:30 p.m. Welcoming address Eckhard Lenz, Managing Director
- 6:35 p.m. Food for Thought: the Chilled Food Trade Abroad Klaus D. Schwarz, Proprietor SchwarzHandelsMarketing/LPinternational
- 6:50 p.m. Chilled Food Today, Tomorrow and Beyond
Trade and industry dialogue
- 7:25 p.m. The Customer Decides: Results of an Exclusive Study of Consumer Experiences, Attitudes and Expectations Concerning Fresh Convenience Products Dr. Stefan Niebrügge, Board

of Management member INNOFACT Research & Consulting
Reiner Mihr, Editor-in- Chief LEBENSMITTEL PRAXIS
Followed by a get together with refreshing food and cool drinks.

Venue: Kristallsaal, Congress Centre East, Koelnmesse.

Organizer:

LPV- Lebensmittel Praxis Verlag Neuwied GmbH and
Koelnmesse GmbH

tel:+49(0)2 21-8 21 36 18 x fax +49(0)2 21-8 21 34 03

a.krause@koelnmesse.de

Tuesday, 14th October 2003

All day:

AL-Invest Snack Pack

Meeting of cooperation between Latin American and European companies from the food packaging and processing segment

The AL-Invest Programme run by the European Commission provides funding for meetings of cooperation between European and Latin American companies. These individually organised meetings are intended to provide companies with the chance to make initial contacts, discuss the possible conclusion of contracts and gain an overview of the respective target market. The aim is to present all participants with new and beneficial opportunities to open up a new market for their business activities. Anuga is an ideal environment for such a sector-specific cooperation exchange. On the basis of the individual company profiles and specified partner profiles, our partner organisations in the countries of Latin America are seeking potential business partners to invite to the AL-Invest meeting. Before the event, each participating company will receive an individually prepared schedule.

Venue: Kristallsaal, Section 3

Organiser:

IHK Gesellschaft zur Förderung der Außenwirtschaft und der Unternehmensführung mbH · Ms. Maria-José Poddey

Dottendorfer Straße 86 · 53129 Bonn · Germany

el. +49(0)2 28-2 89 20 25 · fax +49(0)2 28-2 89 20 27

poddey.maria-jose@ihk-gmbh.de

www.ihk-gmbh.com

www.snackpack-cologne.com

The AL-Invest Snack Pack partners:

- ELBA Italy:
bassano@europe-link.com
- Camara de Comercio Barcelona Spain:
pcobos@mail.cambrabcn.es
- CCI d'Eure et Loire France:
ndewitte@eureetloire.cci.fr
- AS International UK:
european@innovages.com
- IMCS Ireland:
imcs@eircom.net
- ECE Monterey Mexico:
pdiaz@campus.qda.itesm.mx
- ECE Mendoza Argentina:
eurocentro1@bolsamza.com.ar
- ECE Cedral Paraguay:
eurocentro@cedial.org
- ECE Nicaragua:
eurocentro.nicaragua@netport.com.ni
- Aquarius Brazil:
ilka@aquariussp.com.br
- ECE Colombia:
directoreaeurocentro@ccb.org.co

All day:

World Organic Supermarketing Club (W.O.S.C.)

9:30 a.m. to 12 noon:

W.O.S.C. member meeting

(not open to non-members, by special invitation only)

2:00 p.m. to 3:30 p.m.:

Presentations and a panel discussion

(open to non-members):

(1) Carol Haest reports on various studies. The issue at hand is: Today's consumers consider their health and the environment to be important but do not wish to make sacrifices in how their food tastes.

(2) W.O.S.C. members present their organic marketing strategies:

- Xavier Ury Delhaize Group
- Robert Duxbury Sainsbury's, UK
- Minna Nastolin Kesko, Finland
- Kathrin Rapp Coop, Switzerland
- Bjoern Hacklou ICA, Sweden
- Wolfgang Gutberlet tegut, Germany (invited)
- TBC Italy

3:30 p.m. to 5:00 p.m.:

Organic marketing in the European food trade Public panel discussion with W.O.S.C. representatives followed by a Q and A session.

Hosted by Carol Haest

The W.O.S.C. members (named above) discuss their different organic marketing strategies with Carol Haest: own brands, manufacturers' brands, fresh products, range of products available, procurement, organic customer navigation systems, consumer expectations

Venue: Congress Centre West, Großer Rheinsaal

Organiser:

World Organic Supermarketing Club (W.O.S.C.)

Co-ordination and Secretariat: Carol Haest

Parvis St.-Roch 1 · B-1325 Chaumont-Gistoux · Belgium

tel. +32(0)10-68 13 87

carol.haest@euronet.be · haest.glob.pa@euronet.be

All day:

22nd International New Foods Congress

Top speakers from every corner of the globe will be coming to the New Foods Congress in Cologne to present new products from their regions. The event will be held in German and English (with simultaneous interpreting). As in previous years, the awards ceremony for the winners of the New Foods Innovation Competition is included in the programme. A full menu of new products can be sampled at two new product buffets.

Product categories:

Baby food and children's food products, baked goods and baking ingredients, spreads, drinks, cereal

products, spices, confectionery, snacks, dairy products, ready-meals, fruit and vegetable products, meat products, seafood, side dishes, soups, desserts, dietetic and functional food, specialities and ingredients.

Venue: Kristallsaal, Sections 1 and 2

Organiser:

New Foods Industrierberatung und Verlag
Überseering 9 · 22297 Hamburg · Germany
tel. +49(0)40-37 51 94 50 · fax +49(0)40-37 51 94 60
lehmann@newfoods-bl.com x www.newfoods-bl.com

Participation fee: € 500 (includes food, beverages and conference documents)

All day

Workshop: "Trends & Alternatives in Cleaning for Comprehensive Quality Management"

Rising standards of quality assurance in competitive business, together with more stringent sector-specific regulations, require that surfaces be cleaned with new environmentally efficient technologies. The latest cleaning and testing procedures developed especially for the food industry will be introduced and critically evaluated at the workshop.

Also to be addressed is the issue of deficiencies in the entire spectrum of cleaning processes (HACCP concept) involving routine tasks such as waste removal. The dialogue is expected to generate user-orientated quality management measures and lead to a forward-looking assessment of present processes and research approaches. The results to be presented are based on a study by the Fraunhofer-Allianz für Reinigungstechnik (Fraunhofer Alliance for Cleaning Technology) and will be supplemented by guest speakers. In the joint study "Reinigung und Reinheitskontrolle in hygiene-relevanten Bereichen der Produktion" (Cleaning and Cleanliness Monitoring in Hygiene-relevant Production Areas), the Fraunhofer IWS examines cleaning processes in the food industry. The central focus is on baked goods, confectionery products, milk and dairy products and meat.

Venue:

Conference room at the Northern Foyer, Congress Centre East

Organiser:

Fraunhofer Institute for Material and Beam Technology (IWS)
Winterbergstraße 28 x 01277 Dresden x Germany
Dr. Wiedemann
tel. +49 (0)3 51-2 58 32 51 x fax +49 (0)3 51-2 58 33 00
Guenter.Wiedemann@iws.fraunhofer.de
www.iws.fraunhofer.de

Participation is free of charge for companies supporting the study. For other interested parties, there will be a minimal charge of € 49 to help defray expenses. Because space is limited, registration is required for participation. Your contact person is Dr. Wiedemann (see above).

9:00 a.m.:

**East Meets West - The Effects of EU Extension
on the European Market**

The extension of the European Union offers very promising business opportunities and growth possibilities for German and other European food producers. This is particularly true for the EU candidate countries.

There is, however, a lack of in-depth understanding of specific markets, retail trade conditions and consumer expectations. European Union laws represent a special hurdle for the candidate countries. Export-focused companies — usually mid-sized businesses — often don't know where to find reliable and accurate information on many issues.

There is a shortage of contact partners available to respond to their questions and problems, and food industry events that would serve to disperse information are also lacking.

At Anuga, food producers from Poland and Hungary, for example, and from Western Europe will be able to present and discuss their most pressing concerns and receive solid information and expert advice.

Themes:

- Development of the Food Industry in Eastern Europe
- The Market in Poland-Customers, Suppliers and Business Partners
- Investment Risks in Eastern Europe
- European Food Laws
- Product Development for the European Market
- Practical Tips for Setting up Sales Operations and Forming Successful Business Relationships in East and West.

Venue: CC- Ost

Organiser:

FOOD PROFILER, Edmund Beck, Dr. Carola Sondermann
c/o Crescendo Media GmbH
Bavariafilmplatz 7 x 82031 Geiseltal x Germany
tel: +49(0)89-64 98 11 35 x fax +49 (0)89-64 98 13 35
info@crescendo.de X www.foodprofiler.de

9:30 p.m.

13th Forum for System Catering

The meeting place for the system catering sector

- 9:00 a.m. Breakfast meeting
- 11:00 a.m. Welcome and opening statement
Jochen Witt, Chief Executive Officer of Koelnmesse
- 11:05 a.m. Report from Berlin
Ernst Fischer, President of DEHOGA
- 11:15 a.m. Objection! The road-blocked republic - an appeal for more reforms
Oswald Metzger, politician, author, visionary
- 11:45 a.m. Woyton - diner.cafeteria.snackbar.
More than just a bean...
Martin Schäfer, Managing Partner Düsseldorf
- 12:05 p.m. "And the winner is ..." 2nd National TRAINEE AWARD for System Catering
- 12:30 p.m. What comes after greed?
Bernd M. Michael, CEO and Managing Partner, Grey Global Group Middle Europe

1:00 p.m. The dream summer - also a high point for system catering? Evaluation of the latest statistics and trends January to September 2003

Jochen Pinsker
Intelect Marktforschung GmbH

Talk hosts: Ingrid Hartges, Marc Schnerr

1:15 p.m. Delicious food and refreshing drinks to conclude the day's activities

2:30 p.m. Invitation

The Hotel and Restaurant Trade Initiative, DEHOGA and the Karstadt catering department invite you to visit the Gastro Food Forum (Hall 13.1, Stand A 50).

Experience new dimensions of department-store catering

Venue: Congress Centre East, Congress-Saal

Organiser:

Deutscher Hotel- und Gaststättenverband
(German Hotel and Restaurant Association)
Am Weidendamm 1A · 10117 Berlin · Germany
tel. +49(0)30-7 26 25 20 · fax +49(0)30-72 62 52 42

10:30 a.m.:

DLG Award Presentation PRIZE for EXCELLENCE – Meat Products and Convenience

The Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) honours top companies with its "Prize for Excellence" award. The prize winners from the Meat Products and Convenience segment will be presented with medals and certificates.

Venue: Offenbachsaal, Congress Centre East

Organiser:

Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society)
Eschborner Landstraße 122 · 60489 Frankfurt · Germany
tel. +49(0)69-24 78 80 · fax +49(0)69-24 78 8115
food@dlg-frankfurt.de · www.dlg.org

11:00 a.m.:

Anuga Dairy Forum - The Fascination of milk

The problems of distinguishing between products in an overcrowded chill cabinet. Methods for the successful arrangement of different dairy products.

Speaker: Hans-Joachim Karopka, Diplom-Psychologe (psychologist)

Venue: Congress Centre West, Kleiner Rheinsaal

Organiser:

rheingold - Institut für qualitative Markt- und Medienanalysen GmbH & Co. KG and Koelnmesse GmbH

Kaiser-Wilhelm-Ring 46 · 50672 Köln · Germany

tel. +49(0)2 21-91 27 77 10 · fax +49(0)2 21-91 27 77 55

rheingold@rheingold-online.de · www.rheingold-online.de

11:00 a.m.:

BAH Forum in the OTC Forum (V)

"Non-Prescription Medicines"

Market Importance and Consumer Behaviour

Sonja Stablo, German Association of Drug Manufacturers

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller (German Association of Drug Manufacturers) and Koelnmesse GmbH

Ublerstraße 71–73 · 53173 Bonn · Germany

Tel. +49(0)2 28-9 5745-0 · fax +49(0)2 28-9 5745-90

bah@bah-bonn.de · www.bah-bonn.de

11.00 p.m.:

"A Talk with Industry Leaders"

Communicating the Concept of Quality - A Chance to Beat out the Discounters

Referent: Dr.Thomas Braumann, Frosta

Venue: Hall 11.1, D10/E19 (BVE stand)

Organiser:

Bundesvereinigung der Deutschen Ernährungsindustrie e.V.

(Federal Association of the German Food Industry)

Godesberger Allee 142–148 x 53175 Bonn x Germany

tel. +49 (0)2 28-30 82 90 x fax +49 (0)2 28-3 08 29 99

bve@bve-online.de x www.bve-online.de

1:00 p.m.:

OTC Forum "Nutritional Supplements for Special User Groups and Applications"

Dr. Heinz Dittrich, Scientific Director, Bad Heilbrunner Naturheilmittel

Venue: Congress Centre West, Conference Room C

Organizer: Bad Heilbrunner Naturheilmittel GmbH & Co.

Am Krebsenbach 5–7 x 83667 Bad Heilbrunn x Germany

tel. +49 (0)80 46-91 99-0 x fax +49 (0)80 46-91 99-99

info@bad-heilbrunner.de x www.bad-heilbrunner.de

2:00 p.m.:

**"A Talk with Industry Leaders"
Is Everything Focused on Clearing? – The New World of Beverages**

Industry leaders offer daily forums for discussion at Anuga Talk. Listen to food industry leaders and learn about the latest and most exciting market topics. Hosted by Michael Schellenberger, Bernd Biehl and Mr. Kalthoff, the BVE – Bundesvereinigung der Deutschen Ernährungsindustrie (Federal Association of the German Food Industry) – and Lebensmittel Zeitung offer you fascinating insights into companies and markets. At the BVE stand.

Venue: Hall 11.1, D 10/E 19 (BVE stand)

Organizer:

Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (Federal Association of the German Food Industry)

Godesberger Allee 142–148 x 53175 Bonn x Germany

tel. +49 (0)2 28-30 82 90 x fax +49 (0)2 28-3 08 29 99

bve@bve-online.de x www.bve-online.de

2:00 p.m.:

DLG Award Presentation PRIZE for EXCELLENCE – Meat Products and Convenience

The Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) honours top companies with its "Prize for Excellence" award. The prize winners from the Meat Products and Convenience segment will be presented with medals and certificates.

Venue: Offenbachsaal, Congress Centre East

Organiser:

Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society)

Eschborner Landstraße 122 · 60489 Frankfurt · Germany

tel. +49(0)69-24 78 80 · fax +49(0)69-24 78 81 15

food@dlg-frankfurt.de · www.dlg.org

2:00 p.m. to 3:30 p.m.:

Food Product Traceability

Logistical Demands – The ideal product recall system – a cross-stage process solution; structure of a product traceability system (using wine as an example); how can recall procedures be logistically optimised under system conditions?

Venue: Salon Allegro, Entrance to Hall 10/11

Organiser:

Centrale für Coorganisation GmbH

Maarweg 133 · 50825 Köln · Germany

tel. +49(0)2 21-94 71 44 37 · fax +49(0)2 21-94 71 44 90

info@ccg.de · www.ccg.de

3:00 p.m.:

**BAH Forum in the OTC Forum (VI)
"Non-Prescription Medicines in Turbulent Times for Public Health Policy"**

Heinz-Gert Schmickler, German Association of Drug Manufacturers

Venue: Congress Centre West, Conference Room C

Organiser:

Bundesverband der Arzneimittel-Hersteller (German Association of Drug Manufacturers) and
Koelnmesse GmbH

Ublerstraße 71–73 · 53173 Bonn · Germany

tel. +49(0)2 28-9 57 45-0 · fax +49(0)2 28-9 57 45-90

bah@bah-bonn.de · www.bah-bonn.de

5:00 p.m.:

**OTC Forum
"Health Typology"**

Psychonomics focuses on the health care market. Every year, it monitors the latest developments and consumer trends with regard to health awareness and selfmedication, and prepares the results for marketing purposes.

Venue: Congress Centre West, Conference Room C

Organiser:

Consodata Germany GmbH & Co. KG and psychonomics AG

Ms. Anja Schweitzer

Berrenrather Straße 154 – 156 · 50937 Köln · Germany

tel. +49(0)2 21-4 20 61-3 29 · fax +49(0)2 21-4 20 61-100

anja.schweitzer@psychonomics.de · www.psychonomics.de

Wednesday, 15th October 2003

All day:

Workshop " Functional Foods and Drinks "

"A Functional Food is a marketing concept that translates nutritional facts (or nutritional fiction) into a commercial product"

Functional Foods and Drinks are expected to become increasingly important in the next decade. People will grow older and be trying, through improving their lifestyles, to extend the period during which they enjoy good health and to minimize the inevitable unhealthy years. Making conscious choices with regard to Foods and Drinks will be part of this process. The European Union will strongly

support this process by means of promulgating functional foods legislation, particularly with regard to laying down conditions formaking health claims. As a consequence of these developments, many food companies are stepping up research into the physiological efficacy of new and existing ingredients. These can be single compounds or part of plant foods, like herbs. For the beverage professional it is of paramount importance to stay abreast of developments in the area of functional ingredients, i.e. to be familiar with all ingredients that can be part of a beverage formulation, and with their potential health benefits.

Venue: Congress-Centrum Ost, oberste Ebene, Congress-Saal, Sektion 1+2

Organiser:

confructa colleg der confructa medien gmbh
Zum Weißen Stein 17 x56587 Oberhonnefeld xDeutschland
tel. +49 (0) 26 34-92 35-0, fax +49 (0) 26 34-92 35-35
colleg@confructa-medien.com

Participance is liable for costs

9:00 a.m.:

"Traceability According to the EU Directive 178/2002 and the International Food Standard (IFS) - Requirements and Implementation"

For various reasons, it is absolutely essential in the food industry that products can be traced along the entire processing and delivery chain. The reasons include legal requirements such as EU directive 178/2002, requirements related to product reliability or risk management, and trade standards such as IFS. This event focuses on describing practical solutions for meeting legal requirements while ensuring economic utility. The presentation will point out the opportunities for managing and optimising processes, and explain how batches should be handled and delimited in practice.

Venue: Congress Centre East, Conference Rooms 3+4

Organiser:

GQM mbH
Innere Münchener Str. 10 x 84036 Landshut x Germany
tel: +49 (0)8 71-92 40 00 x fax +49 (0)8 71-9 24 00 11,
nadja.hoffmann@gqm.de x www.gqm.de