



# ANUGA

Cologne, Germany  
October 7<sup>th</sup>- 11<sup>th</sup>, 2017

Exhibit with SUSTA at ANUGA! Every two years Cologne hosts ANUGA, one of the most attended and cosmopolitan trade shows in the world. In 2015, approximately 160,000 visitors from 192 countries attended the event. This show is a great platform for international business; about 68% of the visitors were foreign. ANUGA is divided into smaller sections each representing a different segment of the broad food industry; these are some of the categories that comprise ANUGA: Fine Food, Frozen Food, Meat, Chilled & Fresh Food, Dairy, Bread & Bakery, Drinks, Organic, Hot Beverages, and Culinary Concepts. SUSTA's Pavilion is located within the Fine Food section. This show offers unparalleled business opportunities for both visitors and exhibitors; furthermore, these are some of the products in high demand at the trade show: vegan & vegetarian options, organic, fair trade products, gluten-free products, and lactose-free products. Eligible MySUSTA companies can log into your account to [register online](#).

### Booth Fees:

9 square meter booth space \$6,300.00  
*Register before March 1, 2017 and receive \$300 discount.*

### Registration Deadline: April 15<sup>th</sup>, 2017

**No refunds for cancellation after April 15<sup>th</sup>, 2017.**

Fee Includes: Furnished, 9m2 booth space in the SUSTA pavilion. 100lbs (gross weight) of sample shipping from consolidation point to show.

**Product Description** (suitable products but not limited to): Convenience & Snack Foods • Ingredients • Fruit & Tree Nuts • Seasonings & Sauces • Frozen Foods • Natural / Health / Organic • Beverages • Meat & Poultry

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

### 50% CostShare

Apply now for 50% CostShare to request 50% reimbursement of your booth fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about 50% CostShare.

### Activity Managers:

**Florida Department of Agriculture & Consumer Services**  
Debra May  
(850) 617-7333  
[whitney.lett@freshfromflorida.com](mailto:whitney.lett@freshfromflorida.com)

**North Carolina Department of Agriculture & Consumer Services**  
Cathy Xuefang Ma Int'l Trade Specialist  
(919) 707-3132  
[cathy.ma@ncagr.gov](mailto:cathy.ma@ncagr.gov)

**Oklahoma Department of Agriculture**  
Jaime Cummings  
(405) 522-6192  
[barbara.charlet@ag.ok.gov](mailto:barbara.charlet@ag.ok.gov)

**Southern U.S. Trade Association**  
701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139  
504-568-5986 [www.susta.org](http://www.susta.org)

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