

Trade fair	Coffeena 2011	
Sub-heading	International Coffee Fair	
Date of the event	08.-10.09.2011	
Organizer	Koelnmesse GmbH Messeplatz 1 50679 Köln Germany	
Event frequency	every 2 years	
Venue	Cologne Exhibition Center	
Location	Hall 8 of the new fairground	
Opening times	For exhibitors	08.00 a.m. to 19.00 p.m.
	For visitors	09.00 a.m. to 18.00 p.m.
Synergies	Coffeena will take place in conjunction with Eu'Vend — the International Trade Fair for the vending industry.	
Fair profile	Trade fair for the international coffee economy International meeting point for the coffee branch The fair provides the opportunity to address coffee lovers	
Admission fees	Day ticket, advance sale	€ 17.00
	Day ticket, ticket office	€ 26.00
	Two-day ticket, advance sale	€ 22.00
	Two day ticket, ticket office	€ 31.00
	Season ticket, advance sale	€ 27.00
	Season ticket, ticket office	€ 36.00
space rate/sqm	Registration by 15 th Dec. 2010	€ 177.00
	Registration after 16 th Dec. 2010	€ 187.00
energy costs/sqm		€ 6.00
Catalogue		€ 10.00
Product segments	Portraiture of the whole coffee value chain incl. additional selections:	
	-	Coffee cultivation, transport, storage and trade
	-	Coffee processing
	-	Coffee preparation, accessories and ingredients



Coffeena
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International Coffee Fair

www.coffeena.biz

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	<ul style="list-style-type: none"> - Coffee bar equipment, drinks, supplement product ranges - Coffee organisations, services and other
Mailing of registration forms to exhibitors	from May / June 2010
Access right	Trade visitors
Target groups exhibitors	<p><u>Coffee cultivation, transport, storage and trade</u></p> <ul style="list-style-type: none"> - Green coffee - Countries of origin and regions - Producer/Cooperative - Coffee cultivation technology and accessories - Conditioning/dewatering - Dealer, agent - Import/export company - Container, bags - Services <p><u>Coffee processing</u></p> <ul style="list-style-type: none"> - Roasting machines - Coffee roaster - Decaffeination plant - Cooperative, association, guild - Coffee grinders - Packaging machines and materials - coffee <p><u>Coffee preparation, accessories and ingredients</u></p> <ul style="list-style-type: none"> - Coffee and Espresso machines - Components and spare partes - Care and cleaning products, decalcifier - Tools, barista equipment - Accessories, tableware, glasses - Milk, water - Flavours, syrups, sauces, toppings - Sugar - Cocoa <p><u>Coffee bar equipment, drinks, supplement product ranges</u></p> <ul style="list-style-type: none"> - Property - Franchise provider - Shop fittings, interior furnishings, furniture - Cash register systems - Software - Work clothing - Tea, chocolate - Frozen drinks

	<ul style="list-style-type: none"> - Spirits - Soft drinks - Baked goods - Confectionery
	<p><u>Coffee organisations, services and other</u></p> <ul style="list-style-type: none"> - Institution, association, organisation - Science and research - Trade press - Consulting, Education - Machine care, service - Certifier - Loan corporations, sponsors
Target groups visitors	<ul style="list-style-type: none"> - Wholesale/retailtrade - System catering/catering sector - Baristas - Coffee roasters - Bakeries - Coffee shops and cafés - Processing industry - coffee lovers

Figures for the previous event (2009)	
coffeena:	
Exhibitors	84 from 20 countries
Gross exhibition space	4.000
Visitors	3.513 (31% from abroad)
Eu'Vend:	
Exhibitors	192 from 18 countries
Gross exhibition space	16.000
Visitors	Approx. 5.000 from 54 countries (international share: 34%)

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