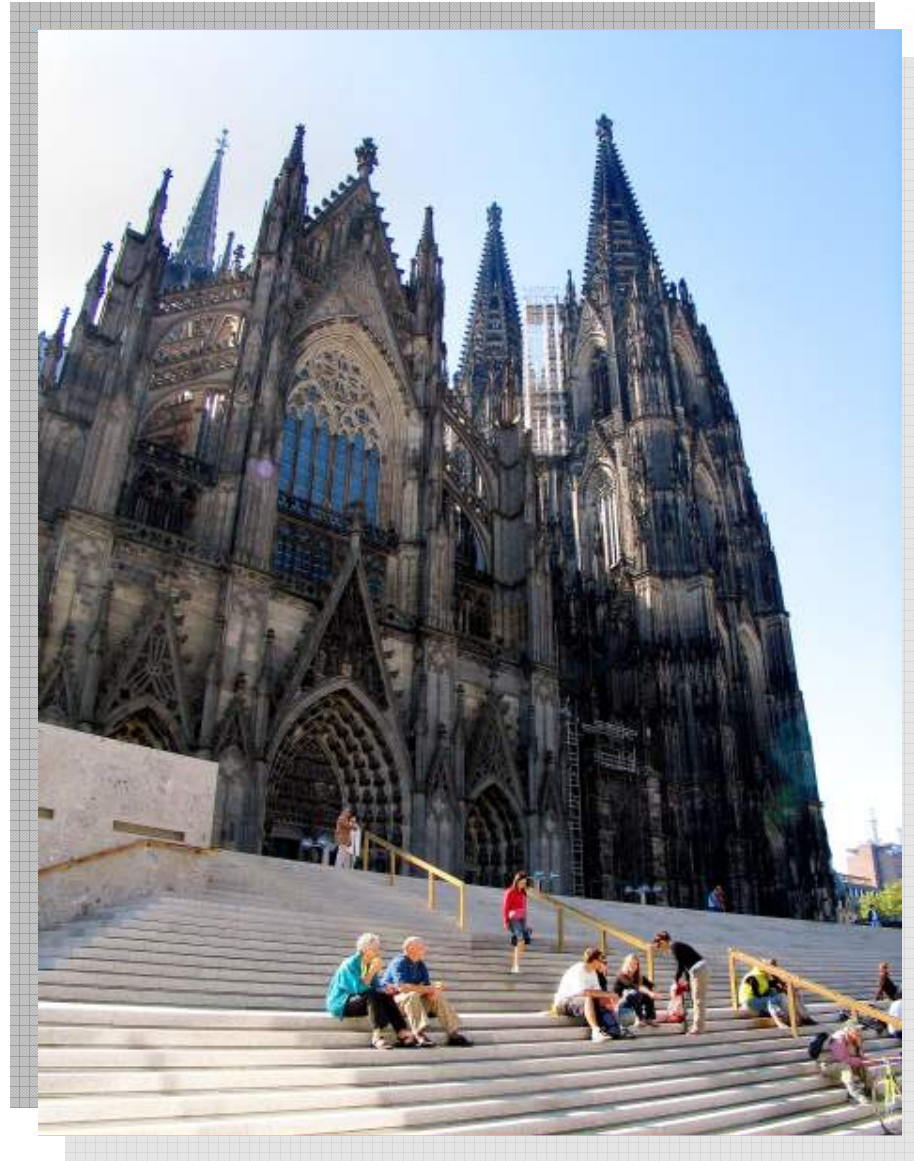


***Targurile internationale -
instrumente de accesare a pietelor
externe***

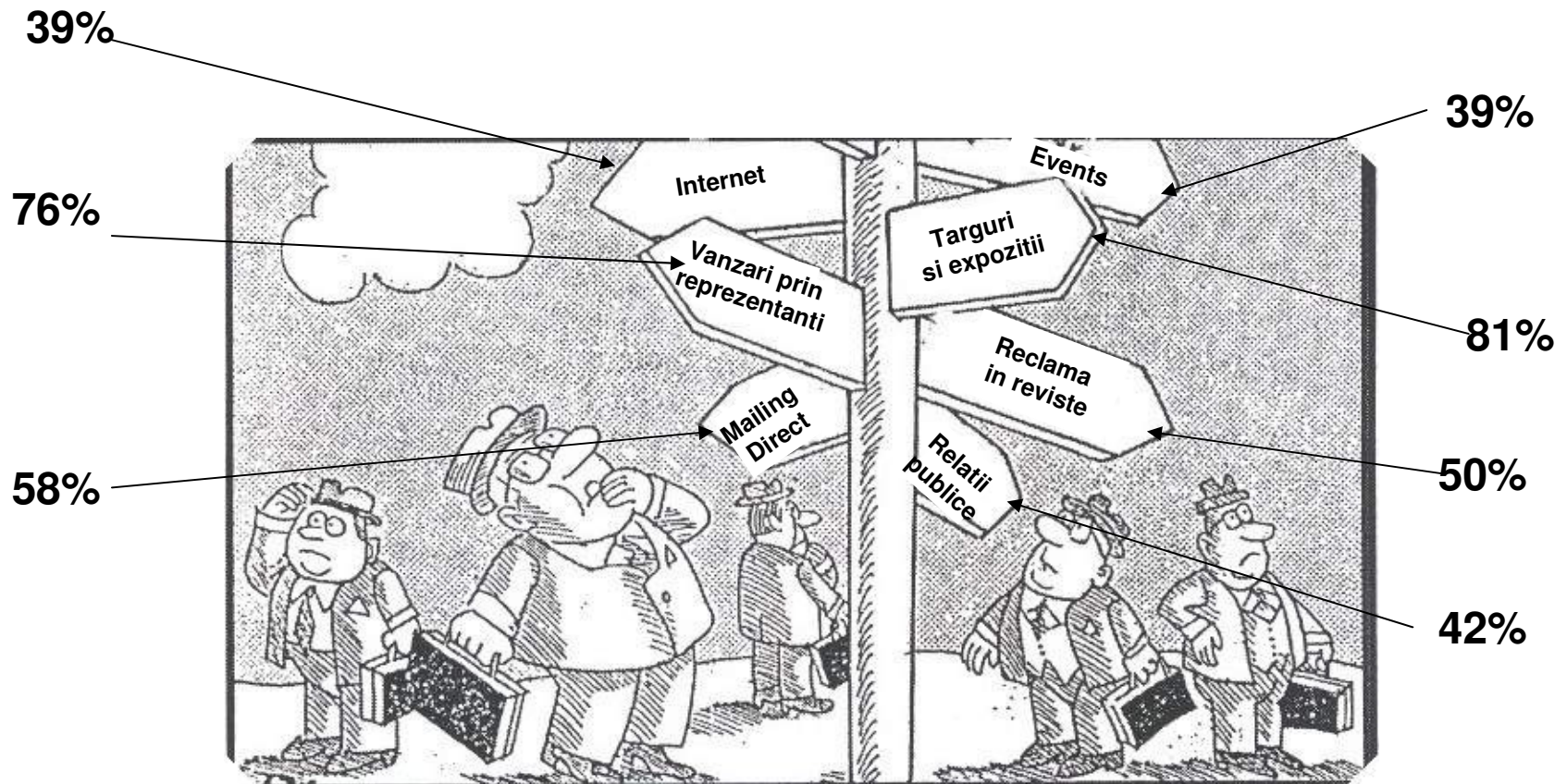


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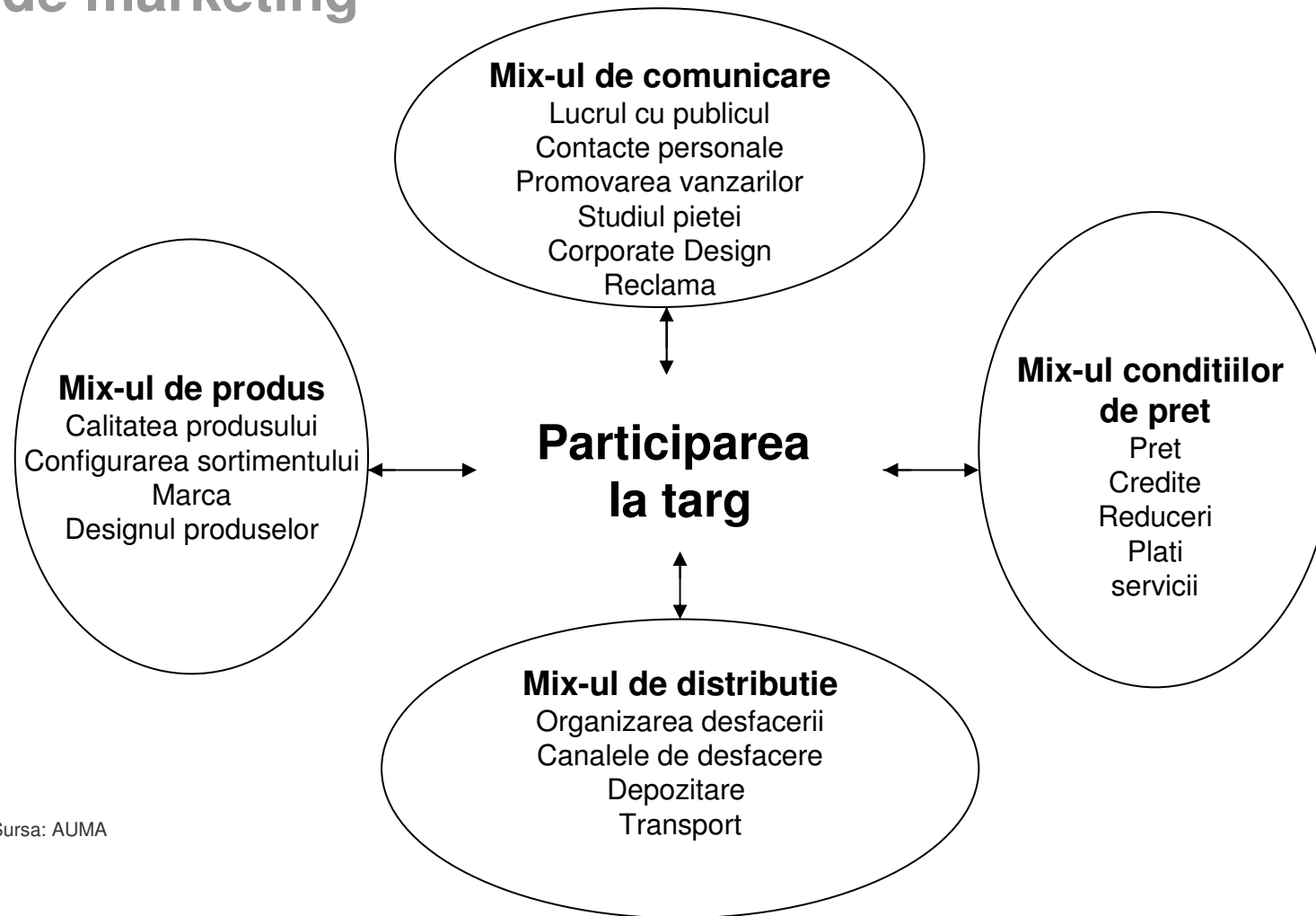
In comunicarea B-2-B, ..% din firmele germane considera ca foarte important sau important:



Sursa: AUMA

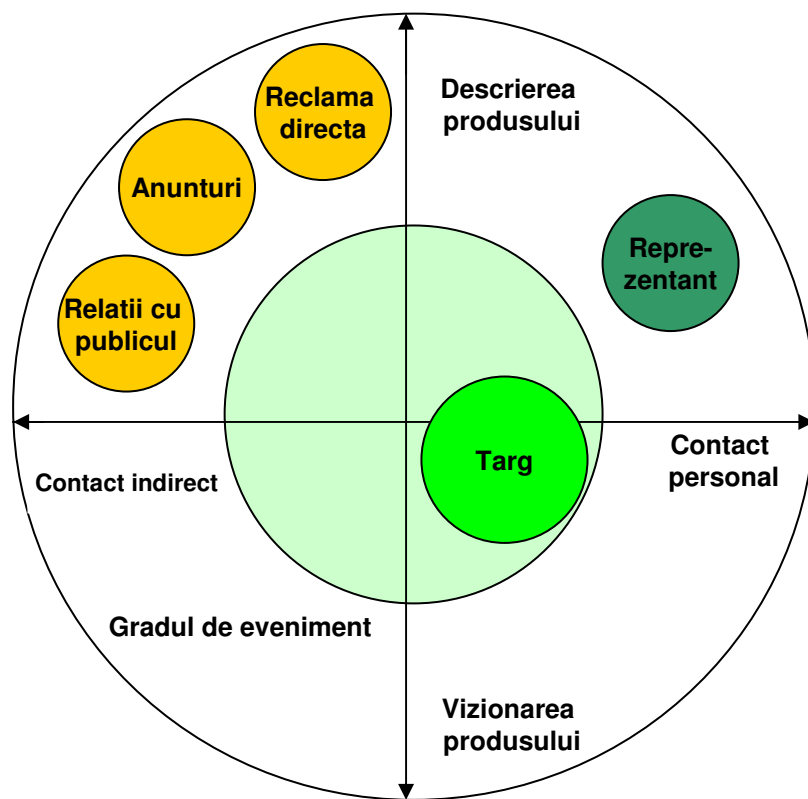
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Participarea la targ in cadrul mix-ului de marketing



Sursa: AUMA

Targul in mix-ul de comunicare



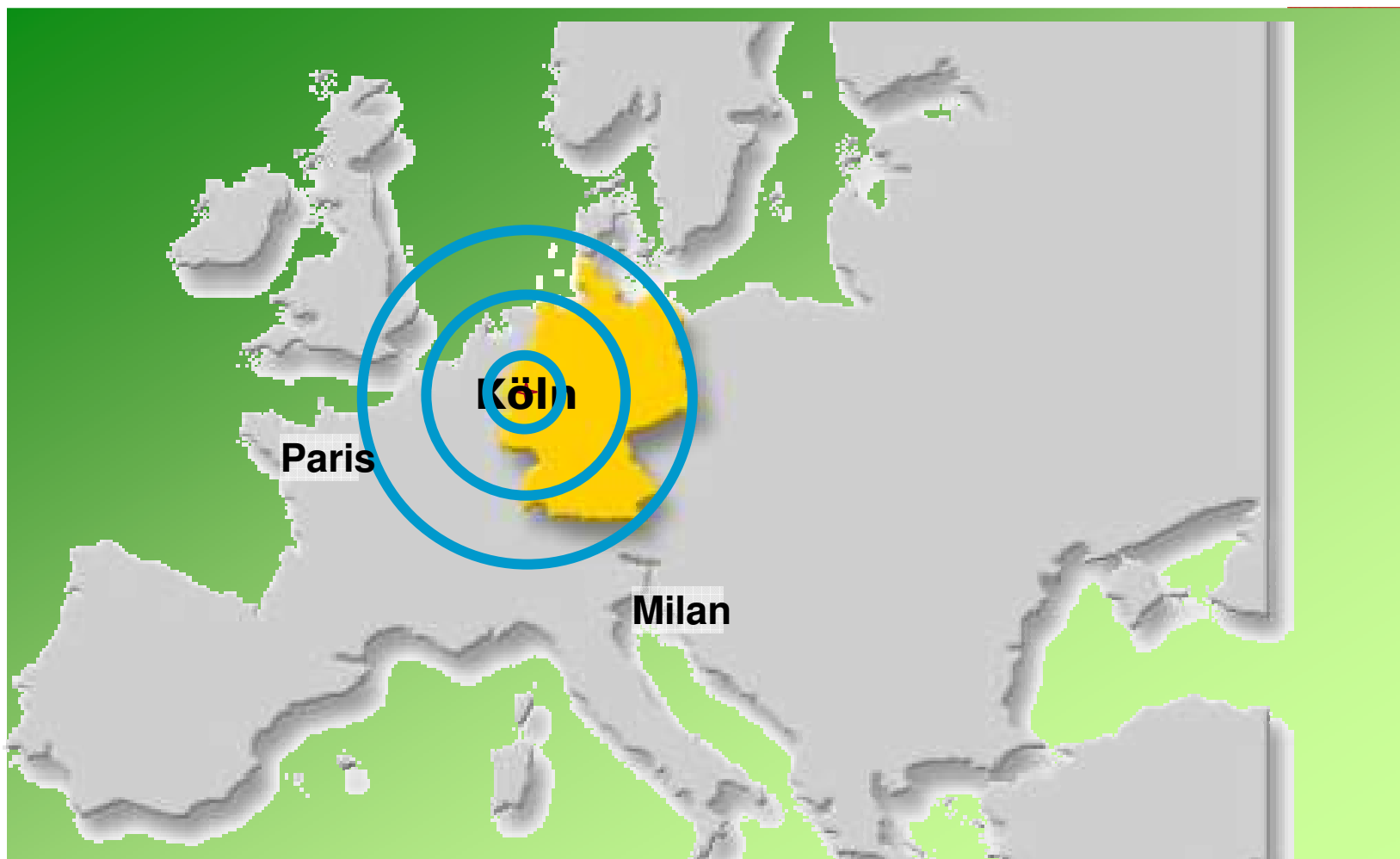
Sursa: AUMA

Principalele scopuri ale participării la un targ



- ✓ *Cunoasterea noilor piete (descoperirea niselor de piata)*
- ✓ *Verificarea competitivitatii*
- ✓ *Informarea asupra saucerii de export*
- ✓ *Orientarea asupra evolutiei in bransa respectiva*
- ✓ *Schimbul de experienta*
- ✓ *Recunoasterea tendintelor de dezvoltare*
- ✓ *Deschiderea cailor pentru colaborare*
- ✓ *Gasirea de noi piete de interes pentru firma/produs*
- ✓ *Cunoasterea concurentei*
- ✓ *Cresterea vanzarilor*

Köln: in inima Europei



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Anuga — 10 targuri specializate sub un singur acoperis



 www.anuga.de · www.anuga.com



T A S T E T H E F U T U R E



10 Fachmessen unter einem Dach
10 specialized trade shows under one roof

Ihr nächster Termin · *Your next date*
13. – 17. 10. 2007

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Anuga 2007: 10 targuri specializate sub acelasi acoperis



- Anuga Delicatese
- Anuga Bauturi
- Anuga Chilled Food
- Anuga Preparate din carne
- Anuga Refrigerate
- Anuga Lactate
- Anuga Paine, patiserie si bauturi calde
- Anuga Organic**
- Anuga Catering **NEW**
- Anuga RetailTec

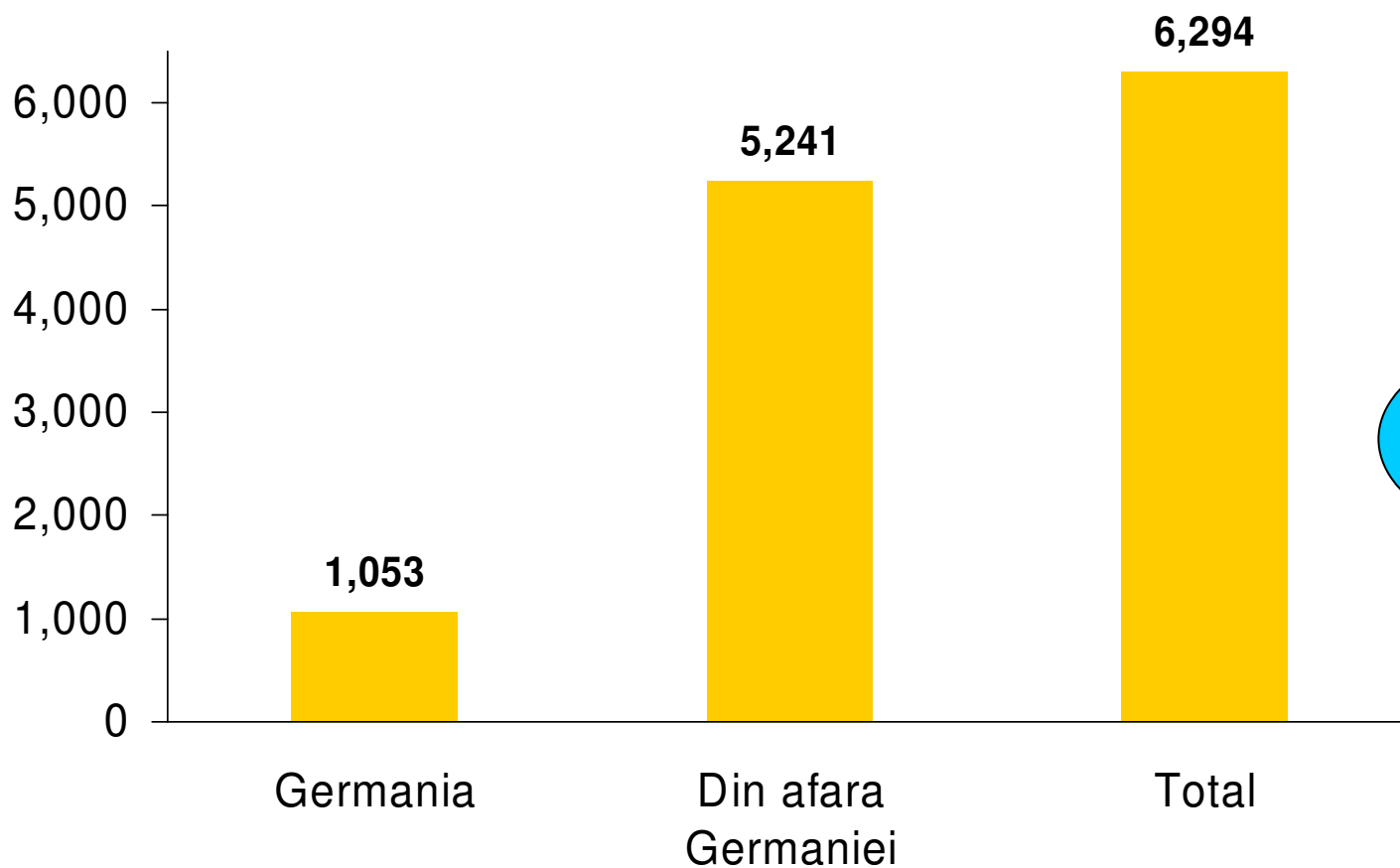


Domenii speciale:

OTC Forum

Health and Functional Food Forum

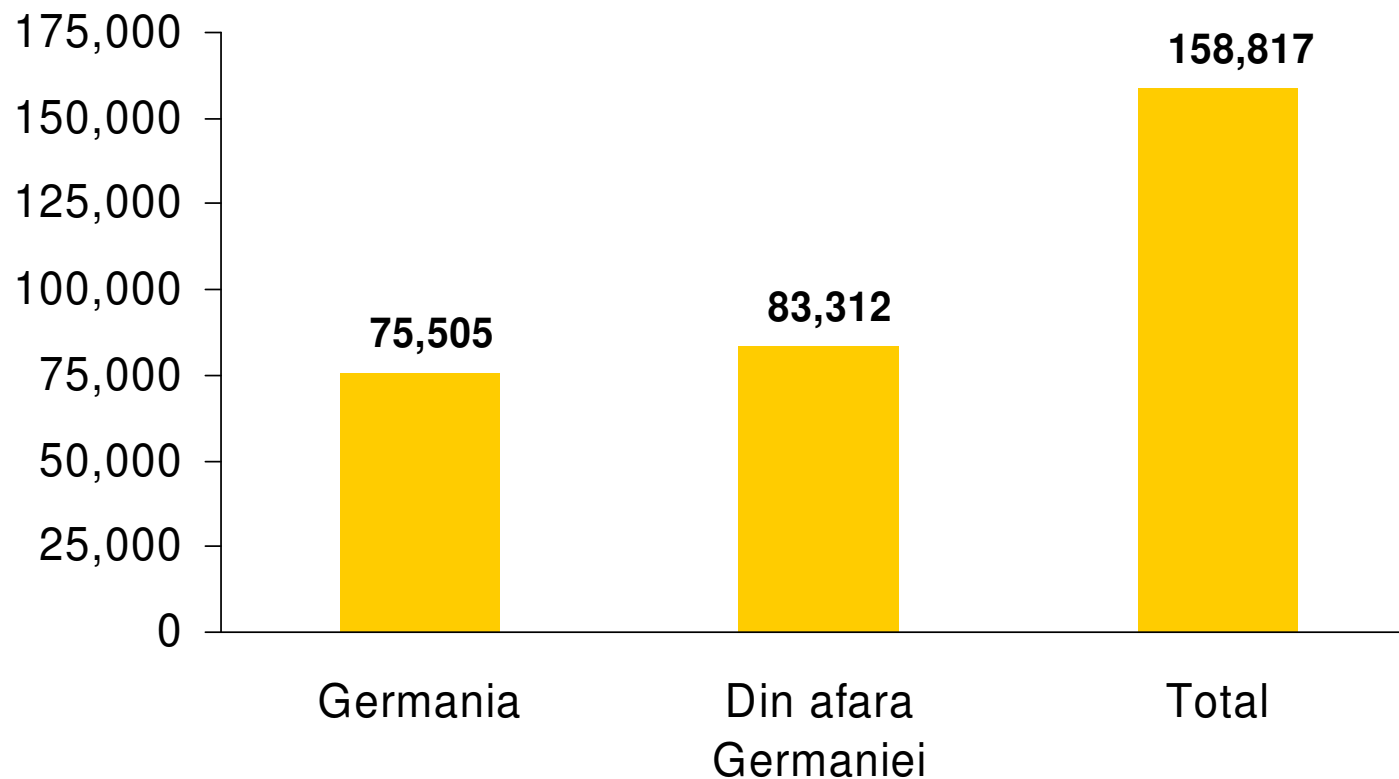
Expozanti la Anuga 2005



66 %
Produse noi

Sursa: Koelnmesse

Numarul vizitatorilor la Anuga 2005



Sursa: Koelnmesse

Vizitatori pe sectoare de activitate



Comert	37 %
Industrie	21 %
Catering	20 %
Servicii	9 %
Importuri	6 %
Altele	8 %

Top visitors



Din cei 30 de retaileri importanti din **Europa**, 24 au vizitat Anuga 2005:



- Carrefour S.A. (11)
- Metro Group (117)
- Tesco (7)
- Rewe Group (204)
- Groupe Auchan (6)
- ITM Entreprises S.A. (5)
- Schwarz Group (62)
- Aldi Group (23)
- Edeka/AVA Group (204)
- Casino (3)
- Ahold N.V. (49)
- Wal-Mart Stores Inc (46)
- J. Sainsbury (2)
- El Corte Inglés S.A. (5)
- Tengelmann Group (45)
- Migros Gen.-Bund (3)
- Coop Norden AB (22)
- Coop Italia (3)
- Coop Schweiz (5)
- Delhaize Group (32)
- Kesko Oyj (9)
- The Big Food Group Plc (14)
- Mercadona S.A. (1)
- Somerfield Ltd. (2)

Koelnmesse — Divizia Food



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Competenta la nivel global in food

Inspired & Powered by Anuga



In Köln (Inspired by Anuga)

- Bio Handels-Forum
- Congresul Chilled Food
- WellFood 2006

Köln - 16.09. - 17.09.2008

Köln - 08.09. - 09.09.2008

Köln - Toamna 2008

In afara Germaniei (Powered by Anuga)

- THAIFEX - World of Food ASIA
- World of Food CHINA
- Sweets Middle East
- Annapoorna - World of Food INDIA
- International Foodservice India

Bangkok - 23.05. - 27.05.2007

Shanghai - 05.09. - 07.09.2007

Dubai - 18.11. - 20.11.2007

Mumbai - 19.11. - 21.11.2007

Mumbai - 19.11. - 21.11.2007

See you in Cologne!

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TASTE THE FUTURE



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