



# ANUGA 2023 EXPRESSION OF INTEREST FORM

7 – 11 OCT - COLOGNE, GERMANY



## ABOUT THE EVENT

Anuga has been identified as a European trade fare that will be beneficial for food businesses who are currently exporting or ready to export to Europe.

PTI Europe has secured a stand to showcase up to 6 Pacific Islands exporters or European based importers of Pacific Islands brands to attend.

Applications to be part of PTI Europe’s Pacific Showcase at Anuga will close on 31 March 2023.

## ATTENDEE RESPONSIBILITIES

PTI Europe will meet the trade show exhibition stand costs.

Successful applicants will be required to :

- Organize and pay for return airfares to Cologne, accommodation, meals and other incidental costs while in Cologne as well as costs and logistics for sample transportation.
- Check own visa requirements and organize if required

- Be in attendance from opening to close of Anuga trade fair daily for the complete 5 days
- Complete all required pre-show administration by dates as directed in order to ensure products are showcased online for buyers

## SUBMISSION INSTRUCTIONS

Complete this form, then email it to Jodie Stewart [jodie.stewart@pacifictradeinvest.com](mailto:jodie.stewart@pacifictradeinvest.com) by 31 March 2023

## ATTENDEE DETAILS:

Company Name .....Registration No. (where applicable)..... Year Founded.....

Your Name ..... Position Title .....

Telephone Number ..... Mobile Number .....

Address..... Country .....

Phone (landline)..... Mobile .....

Email ..... Facebook .....

Website..... Instagram..... Linkedin .....

Number of community members impacted by your existing business (e.g. coffee exporter buys coffee from 100 farmers which supports their families totalling 500 family members - total impact is 600 people.....

Are you a manufacturer, exporter, producer or other (please specify) .....

Name of your distributors or retailers (if none please write "N/A").....

## CONDITIONS FOR ELIGIBILITY

### Do you have (please tick) :

- A representative from your company who is authorised to engage in sales negotiations in Cologne from 7–11 October 2023
- A product listing including specifications of your product range
- FOB euro pricing
- A clear understanding of shipping and packaging requirements
- Supply of samples for buyers at exhibition
- Printed material such as company fliers and product catalogues
- High resolution logo file (3000+ pixels wide / or vector art).

### Do you agree (please tick)

Successful applicants who withdraw after being accepted into PTI Europe's Pacific stand at Anuga will be required to pay a EURO 3000 cancellation fee which will be used to offset costs involved in securing their place on the stand and at the show. (This fee does not apply to applicants who do not withdraw).  By ticking this box I agree to this condition.

Successful applicants take part at their own risk. PTI Europe specifically denies liability for any loss or injury caused through a party or parties' participation in this initiative. PTI Europe recommends that applicants seek independent professional advice before making commercial decisions reliant on this initiative. This indemnity includes any costs incurred by PTI Europe (including legal costs on a solicitor–client basis) in defending any actions, proceedings, claims and demands or in being represented at proceedings, inquiries of inquests.  By ticking this box I agree to this condition.

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## ATTENDEES

If selected who will attend Anuga 2023 on behalf of your company?

(This is required so PTI Europe can arrange your exhibitor passes for the event.)

Name .....

Position Title .....

Email .....

Mobile number.....

Resident of (Country) .....

Name .....

Position Title .....

Email .....

Mobile number.....

Resident of (Country) .....

Name .....

Position Title .....

Email .....

Mobile number.....

Resident of (Country) .....

Name .....

Position Title .....

Email .....

Mobile number.....

Resident of (Country) .....

## STAND LAYOUT



← This photo shows the booth design at Sial (trade show) Paris in 2022. Our stand at Anuga will be different including our floor space will be slightly smaller, however each participating business will have their own desk/ display cabinet as shown in this photo running down the sides of the booth. Each business will have their logo graphic shown on the front of their desk.

Each participating business will also be registered as a co-exhibitor which grants:

- Entry in the alphabetical list of exhibitors in the fair catalogue, app and online trade fare media
- 5 product-group entries in the fair catalogue
- Unlimited number of product-group entries in the app and additional online trade fare media
- Networking participation including scheduling tool

Please note that the booth overall will have a Pacific theme and generic Pacific Islands graphics which will be decided by PTI Europe.

To maintain the desired aesthetics of the booth and so as to be equal for all participants, individual company banners, posters or pictures of company, products or country are not to be displayed. (Businesses may however use the space on top of their cabinet display for anything individual of this nature and to be no larger than A4 in size.)

### IMPORTANT LINKS

<https://www.anuga.com/>

<https://www.anuga.com/trade-fair/travel-and-accommodation/arrival/>

NB : Please check and consider hotel costs before applying as they are very expensive during Anuga.

## DECLARATION

The information supplied here is correct to the best of my knowledge and I have completed all sections:

Name .....

Signature ..... Date .....

## PRODUCTS (PLEASE ATTACH PHOTOS OF EACH OF YOUR PRODUCTS.)

*If you have more than four products please submit the details separately.*

Product 1 .....

Type of product (eg: vanilla bean).....

Brand name.....

Sizes available .....

FOB Pricing per unit .....

Production capacity per month .....

Countries currently exporting to .....

Domestic sales? Y/N      Refrigeration required? Y/N

Does the packaging and labelling comply with  
EU requirements? Y/N

Country of origin.....

Product 21.....

Type of product (eg: vanilla bean).....

Brand name.....

Sizes available .....

FOB Pricing per unit .....

Production capacity per month .....

Countries currently exporting to .....

Domestic sales? Y/N      Refrigeration required? Y/N

Does the packaging and labelling comply with  
EU requirements? Y/N

Country of origin.....

Product 3 .....

Type of product (eg: vanilla bean).....

Brand name.....

Sizes available .....

FOB Pricing per unit .....

Production capacity per month .....

Countries currently exporting to .....

Domestic sales? Y/N      Refrigeration required? Y/N

Does the packaging and labelling comply with  
EU requirements? Y/N

Country of origin.....

Product 4 .....

Type of product (eg: vanilla bean).....

Brand name.....

Sizes available .....

FOB Pricing per unit .....

Production capacity per month .....

Countries currently exporting to .....

Domestic sales? Y/N      Refrigeration required? Y/N

Does the packaging and labelling comply with  
EU requirements? Y/N

Country of origin.....