

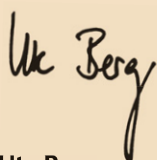


Business Facts Cologne



Dear Readers,

The focus of this edition of "Business Facts Cologne" published by Cologne's Office of Economic Development, is on Anuga, which will be held in Cologne from 8 to 12 October. The most important trade fair for the global food industry will, for the first time, be flanked by the final of the "Chef of the Year" contest. From the circle of Business Ambassadors, we have conducted an interview with Mr. Alain Caparros, Chief Executive Officer of REWE Group. I hope that this issue of "Business Facts Cologne" will fill you with enthusiasm for the food industry and the food location of Cologne. In addition, I am delighted to be able to inform you about Cologne's new partnership with Rio de Janeiro.



Ute Berg

Deputy Mayor of the City of Cologne for Economic Development and Real Property

In the Spotlight: Anuga 2011 and the food location of Cologne

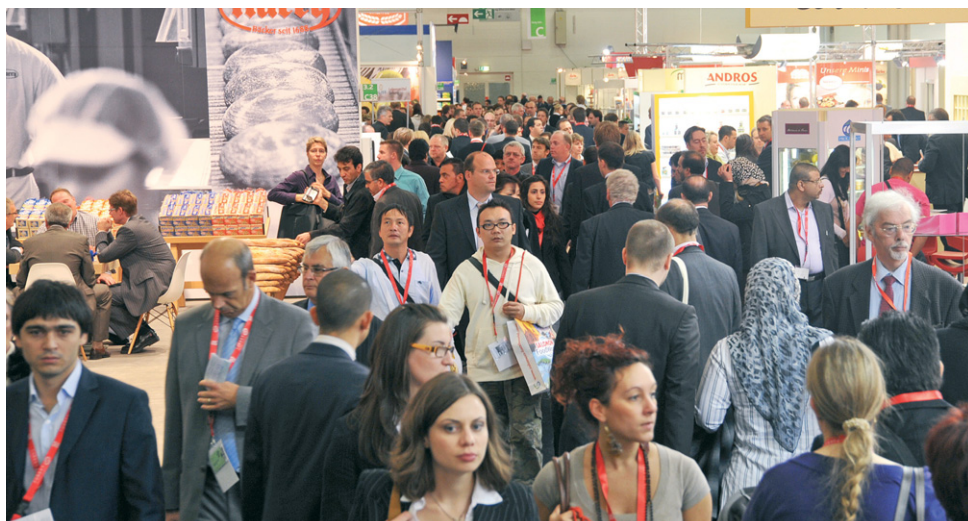


Photo: Koelnmesse

Over 150,000 trade visitors are expected at Anuga, the world's leading food trade fair.

The world trade fair Anuga, the most important platform for the global food industry, will be held once again in Cologne from 8 to 12 October 2011. In 2009, 6,500 exhibitors from 97 countries presented an incredible range of goods in 287,000 square metres of

ly: Fine Food, Drinks, Chilled & Fresh Food, Meat, Frozen Food, Dairy, Bread-Bakery-Hot Beverages, Organic, RetailTec as well as Food Service. This year's partner country Italy will be represented by about 1,100 companies in Cologne. The Italian regions

Anuga 2011 – that means over 6,500 exhibitors, more than 150,000 trade visitors, 184,000 square metres full of inspiration, ideas and innovations in the heart of Cologne

space, to 150,000 trade visitors from over 180 countries.

This year, Anuga will be offering 10 specialist trade fairs under one roof, so that each market segment is shown clearly and accurately

and the autonomous province of Bolzano will convincingly present the quality and variety of the Italian food industry. Federal Minister of Foreign Affairs Guido Westerwelle will officially open the world's



Photo: Koelnmesse

leading food fair, which once again in 2011 will offer an extensive supporting programme. For example, the final of “Chef of the Year” under the chairmanship of five-star chef Dieter Müller, will be held at the exhibition centre for the first time this year. Trade visitors can look forward to all the latest trends which will be presented in 184,000 square metres of exhibition space probably by over 6,500 exhibitors from about 100 countries. Kaufhof AG and REWE Group have a “home match”: With them two of the leading international retail groups are based in Cologne. Kaufhof AG has 2,800 employees in Cologne alone. With sales of 53 billion Euro and 336,000 employees in over 15,500 stores, REWE Group is one of the leading retail and tourism groups in Europe. 7,000 of its employees work in Cologne. Further renowned companies from the food area are also associated with Cologne: Barilla, Egetürk, Intersnack, Pfeiffer & Langen as well as Stollwerk. The food industry in Germany had 543,700 employees in 2010, producing sales of 149.5 billion Euro, of which 106.6 bill. Euro was accounted by domestic sales and 42.9 bill. Euros by exports. The meat industry is one of the most important parts of the food industry with 22.5 percent, this also applies to its exports with a share of 19 percent. The main customers of the German food industry are the EU members – 83 percent of exports go there. The Netherlands, Italy, France and Great Britain are the most important markets.

News in Brief

Mayor Roters to lead a delegation on a visit to India

Mayor Roters is planning a visit to the Indian subcontinent from 21 to 30 April 2012, in order to intensify existing contacts with political representatives, businesspeople and association officials and attract more Indian companies to the location of Cologne.

50 years Recruitment Agreement Germany-Turkey

The anniversary will be celebrated in Cologne with numerous events which will focus on the lives of the foreign workers and the developments of the last 50 years. With the support of the Office of Economic Development there will be a Turkish film festival in the Filmhaus Köln (programme at www.filmhauskoeln.de). The celebrations will be rounded off with a reception for Mayor Kadir Topbaş given by Mayor Roters in Cologne's City Hall on 15 November.

Guide to successful company foundation in Germany

The new guide to successful company foundation in Germany, published by the Office of Economic Development, addresses itself especially to companies from the priority countries China, India and Turkey. Download and orders at: www.stadt-koeln.de/7/wirtschaftsstandort/marketing.

China Autumn in Cologne

Under this title during the months September to December a wide range of events will be held in Cologne with a focus on China in the areas of business, science and culture. The programme, arranged by the Office of Economic Development and the University of Cologne can be accessed at www.vrchina.uni-koeln.de.

Cologne International: Rio de Janeiro is Cologne's new twin city

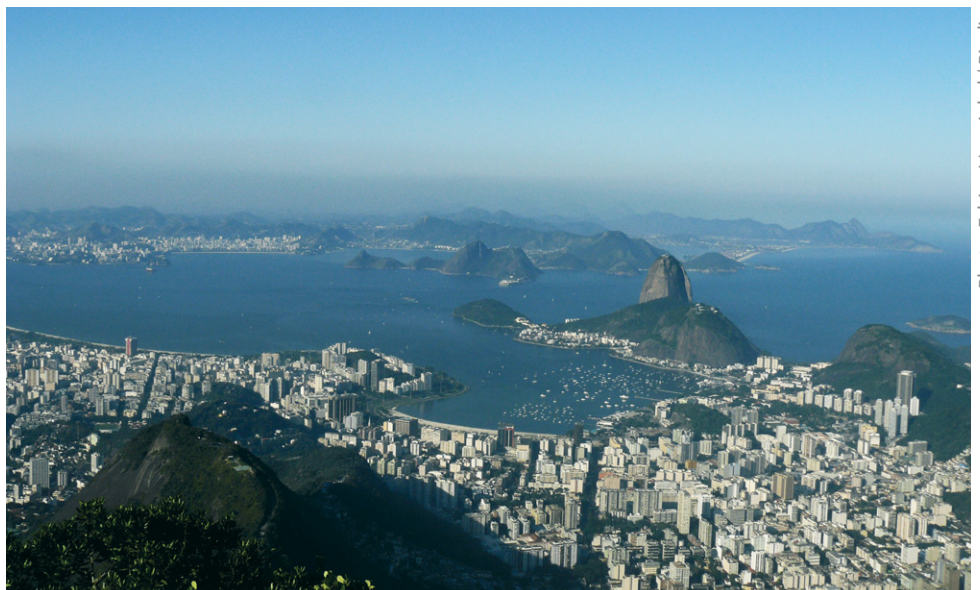


Photo: Fabian Voswinkel / Pixelio

The world-famous metropolis Rio de Janeiro is Cologne's new twin city.

The City of Cologne has entered its 22nd international city-twinning with Rio de Janeiro. Within the context of

the German-Brazilian Economic Forum in Rio de Janeiro in September, Mayor Jürgen Roters signed the city-twinning

agreement together with Rio's Mayor, Eduardo da Costa Paes. Mayor Roters was accompanied by a delegation of leading members of Cologne's municipal administration, of businesspeople and Brazil experts. Rio de Janeiro is the second largest city and, alongside São Paulo, the most important trade and financial centre of Brazil. The cooperation between the two cities will cover numerous fields of activity. For example, the management of major events, particularly major sports

events, such as the FIFA World Cup Finals 2014 and the Olympic Summer Games 2016, will be a focal point of interest. Under the title "Green Copa" the new twin city has set itself the objective of making both events environmentally-friendly and sustainable. There will be a focus on the management of public and municipal basic services, the strengthening of the cultural, academic and social relationships, as well as, in particular, the promotion of economic relationships

between the two cities. Here as well as on themes like safety, traffic, urban planning and tourism, there will be an intensive exchange of information and experience. With around 15,000 people of Brazilian origin, the Cologne region has the largest Brazilian community in Germany. The cultivation of cultural, academic and social relationships will therefore be an integral part of the city-twinning partnership. New settlements of Brazilian companies in Cologne are envisaged by the city.



Photo: REWE Group

Alain Caparros (born 1956) has been Chairman of REWE Group since 2006. The native Frenchman lives in Düsseldorf. His sporting hobbies are skiing and sailing. He is married and has three children.

A Conversation with: Alain Caparros, Chief Executive Officer of REWE Group

You are a Business Ambassador of Cologne. What are your strongest arguments for the location?

Cologne is an extremely cosmopolitan city, in which tradition and innovation are firmly linked. Our own company, REWE Group, is a very good example of that. Next year we will be celebrating our 85th anniversary – and in over eight decades we steadily developed into a leading retail and tourism company in Germany and Europe. Cologne is an excellent science location and, at the same time, a dynamic economic hotspot at the heart of the region stretching from the Ruhrgebiet to Frankfurt am Main.

How is Cologne positioned in the food industry?

With ANUGA, in my opinion, Cologne has the most important trade fair of the food industry worldwide. In addition, there is the International Sweets and Biscuits Fair (ISM). At the same time, as REWE Group we are Germany's second-largest grocery retailer. Those are really important factors. It should also be remembered that the German Retail Federation (HDE) has been holding its "Unternehmertag Lebensmittel" here in Cologne for almost ten years. Thanks to the high-ranking guests from business and politics, Cologne thus attracts even more public attention as the centre of the food industry.

From the computer monitor to the plate: In future, REWE also wants to get into the online business with food. As of when will food be delivered directly home? How will guaranteed freshness and data security be ensured?

We are already conducting tests in and around Cologne and in the Frankfurt region aimed at advancing the online business for groceries. Our "REWE Express" concept offers the customers convenience and is also a pioneer with respect to freshness and safety. Customers order online when and where they want and then collect their purchase directly from the supermarket. At a time they define in advance and which suits them. Nobody has to wait at home for the delivery.

REWE claims to be "a little better every day". What can customers expect in future?

The competition for the best future concepts can only be won if you are prepared to test innovative ideas in practice. We do that. And we also invest in this. For example, we have started our new bio-market concept with catering in Cologne – under the name TEMMA ("Tante Emma"). In Braunsfeld and Bayenthal customers can experience how we have achieved a very attractive mixture of bio experience shopping and modern catering under one roof. A further example is the "REWE To Go" market on the corner of Hohe Straße/Schildergasse. Healthy fast food to take away is very popular in Cologne.

How does Cologne "taste" to you? What do you like best about the cathedral city?

What I really like about Cologne is its cosmopolitan and multicultural atmosphere – from every point of view. In terms of cuisine from "Halve Hahn" to Nouvelle Cuisine. But, above all, the way of life, the openness and the way people easily make contact. In hardly any other city in the world you are talking to people so quickly. In particular, with so many people of different origins.

Cologne is: Well-connected to the world

Ever since 1958 Cologne has been cultivating intensive relations with cities all over the world. 22 international twin cities enrich the cathedral city with their cultural and economic features. In some partnerships the intention was to set a sign of reparation and reconciliation following the Second World War, with other cities partnerships were formed to provide friendly support and practical assistance. A prominent example is the City of Rotterdam with which Cologne has been realizing the German-Dutch Business Forum since 2006. The focus is on an exchange between Dutch and German companies on topical challenges in business and society. The participants can also inform themselves about the partner location and its general conditions. International twin cities of Cologne are Barcelona, Bethlehem, Cluj Napoca, Corinto, Cork, Esch-sur-Alzette, Indianapolis, Istanbul, Katowice, Kyoto;

Lille, Liverpool, Liège, Beijing, Rotterdam, Tel Aviv-Yafo, Thessaloniki, Tunis, Turin, Turku and Volgograd – and since September: Rio de Janeiro.



Posters by students at the ecosign academy for design, Cologne, Director: Helmut Langer

Photo: Elena Wettke, ecodesign.net

In Fact: The Wallraf-Richartz Museum will be 150

“As heir to my entire estate, I appoint the city and the municipality of Cologne, my hometown“. These words from the will of Ferdinand Franz Wallraf (1748–1824) mark the start of the history of the City of Cologne’s oldest museum.

The university professor Ferdinand Franz Wallraf was an obsessive collector. Nothing should be lost, that was connected with the history and the art of Cologne. When Wallraf died in 1824, he bequeathed everything he owned to the city. For many years the city had to make do with emergency storage for the Wallraf collection, until in 1854 the Cologne merchant and hide dealer, Johann Heinrich Richartz (1795–1861), donated around 150,000 Taler for the construction of a museum. The generous patron died shortly before the official opening of the museum in 1861.

The Wallraf-Richartz Museum & Fondation Corboud will celebrate their anniversary with various exhibitions, interesting events and a few surprises.



Photo: Aleksander Perkovic

Axel Herpin has been Marketing Director of Pernod Ricard Deutschland GmbH since December 2010. The German subsidiary of the French Pernod Ricard Group is responsible for the sales and marketing of a wide range of premium spirits (among others, Ramazzotti, Havana Club, Absolut Vodka, Ballantine’s). Herpin was previously Regional Director at Chivas Brothers and has been with the Pernod Ricard Group since 1993.

Seen from a different perspective ...

As the German subsidiary of Pernod Ricard, our company headquarters have been in Cologne since April 2002. As our international brands reflect the tradition and culture of their countries of origin, it is all the more important for us to operate in a culturally open business location. Our corporate philosophy stands for “Convivialité”, in other words, for sociability and joie de vivre. We want to bring people together and have them to enjoy shared moments. Cologne is renowned for its Rhenish good cheer and its mixed and open minded society. In combination with its very diverse gastronomy Cologne is the ideal platform to display and experience our premium spirits. And – last but not least – the French have always felt at home in Cologne!

*With best regards,
Axel Herpin*



The Mayor

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