

SNACKEX 2011

Fira Gran Via, Barcelona

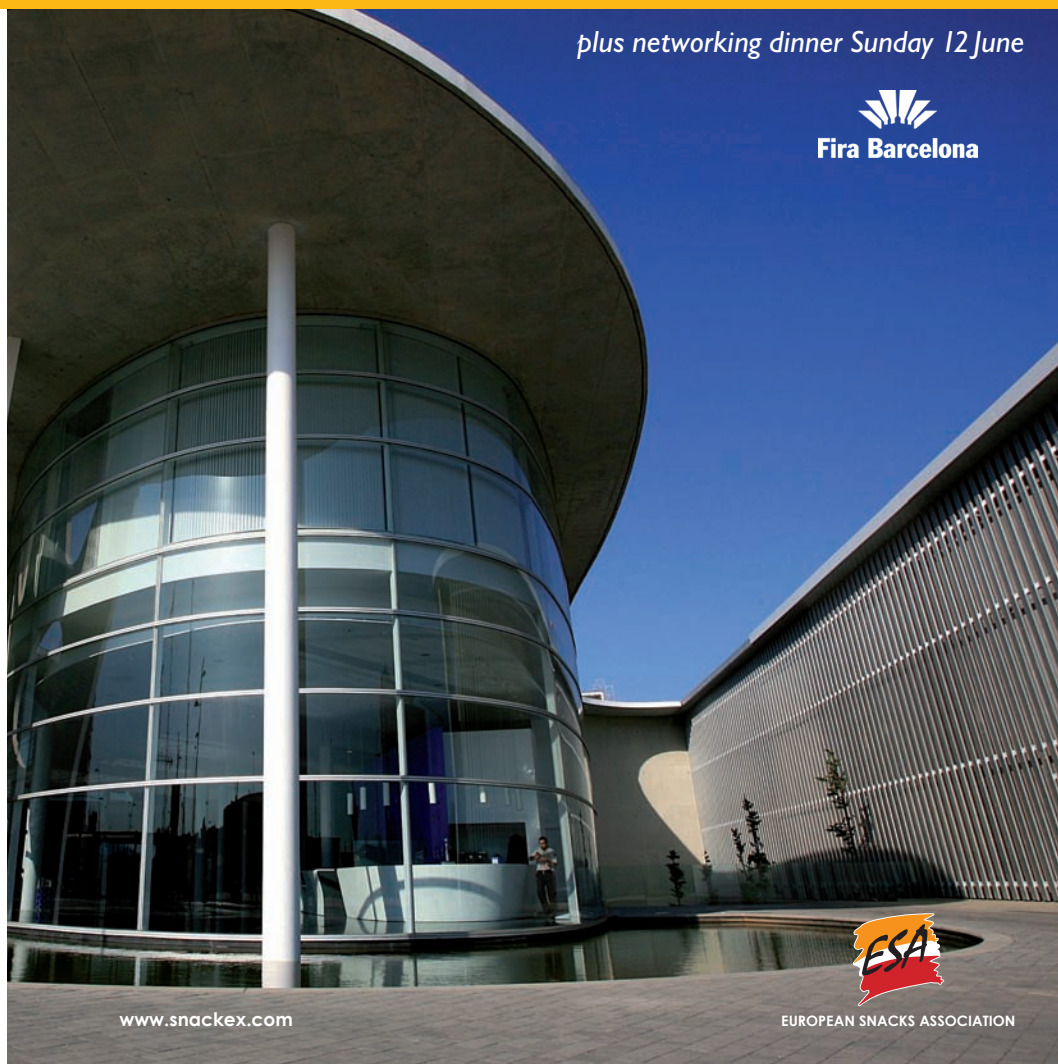
Driving your business growth

XIV International Savoury Snack and Nut Trade Show 13-14 June 2011

plus networking dinner Sunday 12 June



Fira Barcelona



www.snackex.com



EUROPEAN SNACKS ASSOCIATION

INNOVATE *...or stagnate*

“Consumer needs are changing in a post-recessionary market. To survive and drive their businesses forward, snacks industry companies have to face up to this new reality and innovate, transform and find new ways of marketing that put the consumer in front”.

Kevin Roberts

CEO worldwide of advertising agency Saatchi & Saatchi, in a speech delivered at SNACKEX 2009

Organised by the European Snacks Association, SNACKEX is the largest savoury snack and nuts-only event in Europe and draws dedicated snack market attendees from around the world.

If you want to learn about the new reality of a post-recessionary market, discover the latest industry innovations, establish new business relationships or review the latest products, you cannot afford to miss this important international event.



For the first time taking place at Fira de Barcelona's stunning new Gran Via exhibition complex, SNACKEX 2011 provides an excellent opportunity to establish new contacts, get up-to-date with the latest market trends, and discover new business and networking opportunities.

At SNACKEX you will meet top management representatives of major snack manufacturers and do business with the industry leaders – all in one place over a 2-3 day period.

Get face-to-face with decision-makers

Exhibiting at SNACKEX brings you face-to-face with decision-makers you can do business with.

At the last SNACKEX over 70% of delegates had a buying influence, 30% were final decision-makers.

People come to SNACKEX prepared to do business with you!



Snacks... ARE BIG BUSINESS

The European savoury snack market is forecast to be worth almost €15 billion in 2013.

At SNACKEX 2011 exhibitors will get first hand exposure to this dynamic and innovative market and to qualified trade buyers from all five continents.

Total market worth €15 billion

Market Sizes - Historic / Forecast - Retail Value RSP - €mn

Western Europe	2009	2013
Savoury snacks	13,805	14,728
Fruit snacks	869	882
Chips/crisps	4,803	5,126
Extruded snacks	2,798	2,785
Tortilla/corn chips	814	854
Popcorn	496	513
Pretzels	317	331
Nuts	2,930	3,332
Others	779	905

Source: ©2009 Euromonitor International

Snackex is excellent!

“Much of the show’s appeal lays in its tightly defined focus - some of the bigger shows are too diverse, whereas this is very much concentrated on snacks”.

Ian Newton,

Development manager, Seabrook Crisps, UK



SNACKEX 2011

attendees include:

- Senior directors, engineers and production people looking to source new equipment.
- Senior marketing and NPD representatives for the world's major snack manufacturers looking for new products and ideas.
- Nut brokers and traders looking for new contacts and supply sources.
- Customers in search of product demonstrations and one-to-one meetings with new and existing suppliers.
- Retail representatives looking for new product lines.
- Companies with individual challenges seeking solutions your company can provide.



JOIN US *...in Barcelona*

Barcelona occupies a leading position in the international league table of cities. Its culture, food, architecture, art, creativity, dynamism and business drive combine to make the city one of the most exciting, multinational cities of the world.

Blessed also with good transportation links and an intrinsically international outlook, Barcelona has a deeply rooted tradition as a city of trade fairs and congresses which has propelled it to an outstanding position on the global stage.

SNACKEX is the global reference point for the savoury snacks and peanut industries, so it is fitting that we return to Barcelona for the 2011 event.



BOOK EARLY...
and save 10%

SNACKEX 2009 was sold out with a waiting list, now it's your opportunity to get ahead of the competition in 2011!

Our exhibit rates represent outstanding value for money for a tightly targeted international trade show, delivering quality attendees you'll want to do business with. ESA members receive around 15% reduction on standard exhibit rates - qualified companies can become ESA members from just €1,000 a year.

Reserve your exhibit space at SNACKEX 2011 before 31 March 2010 and enjoy a further 10% reduction on the standard rates.

esa@esa.org.uk www.snackex.com

**Before
31 March 2010**

ESA member rate:
238.50 € per sq. m

Non-member rate:
301.50 € per sq. m

**After
31 March 2010**

€
€ 265 € per sq. m

€
€ 335 € per sq. m

These rates include shell scheme, carpet, name-board, basic lighting, power, cleaning, general hall security.

See the separate booking form for full details



WHY SHOULD YOU *exhibit?*

If you want to find the solutions that will drive your company growth and profits in the new reality of a post-recessionary market, discover new products, establish new business relationships or explore the latest industry innovations, you cannot afford to miss this important international event.

Just consider these compelling reasons to exhibit:

- Event format combines exhibition with top level conference providing the only focused opportunity to target snacks buyers, specifiers and influencers, under one roof.
- Exhibitors can network at the welcome reception function where they can informally meet conference delegates – an excellent opportunity for networking with like-minded professionals (ticket purchase required).
- A professional environment to do business – world-class venue, in a world-class city.
- Unrivalled opportunities to network – with visiting snacks professionals, conference delegates and other exhibitors.
- Meet leading decision makers – 70% of attendees at the last event had a buying influence.
- Varied programme – industry issue conference sessions attract more snack makers.
- Gain international exposure – meet buyers from over 40 countries.
- Share expertise – with visitors and other exhibitors.
- Thank your best customers – keeping existing customers happy is as important as finding new ones. Many of your best customers will be at SNACKEX – you should be too!
- As an exhibitor you'll receive a free editorial entry in the show catalogue which is given free to every visiting buyer and conference delegate.
- **Close a deal!** – many exhibitors polled at the last SNACKEX closed a sale right there on the show floor!

First class....

"The response from visitors to our stand was first class and we're delighted that not only did we have immediate orders at the show, but there has been a steady stream of enquiries since."

Peter King,

Managing director, Spice Application Systems, UK



RECENT SNACKEX EXHIBITORS

AC Horn	Bell Flavours	DM Snacks	Hebei Cofco
Acrison International	Best NV	DACSA	Hengshui Hongteng
Aeroglide Europe	Biotrek	Dallas Group	Incalfer Srl
Al Fustaq Nutty Nuts	Blueprint Automation	De Franceschi	Intertaste
Alimentos Extruidos SA	BMA Florigo	Emsland-Starke	Ishida Europe
Almond Board of California	Bosch Packaging	Euroma bv	J.C. Ford Company
American Extrusion	Bredabest	Extrusion Link	J. Leek Associates
American Peanut Council	Brovind	Flo-Mech Ltd	Jadico Spices
Amica Chips	Buhler	Foodlink bv	Jilin Liaohe
AMP Rose	CPM Wolverine	Fromatech	Key Technology
Antep Pistachio	C. Cretors & Co	Gesa Gida	King Nuts & Raaphorst
Aperitivos Flaper	C. Meijer	Givaudan	Kiremko
AppecAstro	Camara Argentina del Mani	Gough & Co	Kliklok Woodman
Arcall	Cargill Dry Corn Ingredients	Grote Company	Koninklijke Euroma
Aviko Rixona	Casa Herrera	Grupo Cavigliasso	K-Tron Switzerland
Azteca Milling	Cerealicola Rossi	Grupo Industrial Michel	KMG Systems
Bach Snacks	Champagne Foods	HDM Europe	Lactosan
Bag Snacks	Cletral Group	Hastamat	Lalesse Extrusion
Baker Perkins	Codrico	Heat & Control	Land O' Lakes



EVENT SUPPORTERS



The leading quality trade journal for senior management in the savoury snacks industry and the official publication of the European Snacks Association, The Snacks Magazine provides leading-edge features and news articles on materials, products, people, technology and market trends. To subscribe or advertise: tel: +44 (0)1538 757308 email: production@snacksmagazine.co.uk



The Confederation of the EU Food and Drink Industries (Confédération de l'industrie Agro-Alimentaire de l'UE) is the voice of the food and drink industries in the EU. It represents these industries in areas of common interest with a view to creating the most favourable environment possible for their development.



The American Peanut Council is the only US organization which represents all segments of the peanut industry with the objective of facilitating domestic and international trade in peanuts and peanut products.



The European Nut Association protects members' interests in the fields of importation, processing and sale of peanuts, pistachios, cashews and other tree nuts, and serves as a platform for general exchange of information and promotion.

Le Caselle	Palmex Alimentos	Rizhao Changtai	TNA Europe
Leng D'Or	Parker Domnick Hunter	Rizhao Seamount Food Co	Tadim Gida
Liaoning Zhengye	Pasta Foods	Rosenqvists Food Technologies	TEWS Elektronik
Limagrain	Pellsnack	Rovema	Torzhok Pellets Factory
Liven SA	Pifo Eko Strefa	Rudolph Foods	UVA Packaging
Lock Inspection Systems	Planet Dryers	SC European Foods	VAL.IN
Mafin SpA	Pol-Foods Kft	SEL Engineering Solutions	VICAM
Maddox Metal Works	Process Sensors Corp	SFA Snack Food Association	VFS Systems
Mettler Toledo Safeline	Prodeman SA	SGS-CSTC (Qingdao)	VMF Continental Snacks
Mitchell Dryers	Productos Churruca	Samson Corn Semolina	Vuomar
Molino Peila	Puyang Tianli Nuts	Santa Helena Alimentos	WSP Spolem Kielce
Murray Foods	Qingdao Foodlink	Satake ESM	Weidenhammer
NDC Infrared	Qingdao Golden Rock	Savoury Flavours	Welcome Foods
NP & Company	Qingdao Jiale Peanuts	Sensortech Systems	Westhove SA
Nedpack Palletisers	Qingdao Longsun	Shandong Mengyin	Wintech Taparia
Nor-Reg	Qingdao Ruizong	Spice Application Systems	Wirebelt Co Ltd
Olega SA	Qingdao Topsen	Spray Dynamics	Wright Machinery
PCL Controls Ltd	Quality Pellets	Star Filters (Hilliard Corp.)	Yamato Scale GmbH
PPC Tago	Radix Systems	Steam Chip Company	
PPM Technologies	Reading Bakery Systems	The Nut Company	

UEITP

The British Peanut Council trade association exclusively promotes and protects its members' interests in the trade, legislative and technical fields of operation, both in the UK and the European community. The Council also liaise closely with organisations within the European Community on matters of mutual interest.



The European Potato Processing Industries Union (UEITP) defends the interests of the potato processing industries in general, promotes necessary contacts with EU institutions and provides at international level, a platform to discuss all issues relating to the sector.

2009 SPONSORS

Almond Board of California
Blueprint Automation
Casa Herrera
European Nut Association
Givaudan
Heat & Control
Intersnack Knabber Gebäck
Ishida Europe
Kerry Ingredients & Flavours
Lorenz Snack-World
Mafin SpA
PepsiCo International
San Carlo



STRENGTHEN *your business*

SNACKEX is organised by the European Snacks Association - Europe's only trade organisation dedicated to creating the most favourable environment possible for the development of the savoury snacks industry.

The effective and successful working relationships we have established over many years with government, professional bodies and trans-national agencies enable us to represent member companies' interests at national, European and international levels. We are proactive in our anticipation and fielding of potential issues of relevance to our snack manufacturing and supplier company members.

ESA membership encompasses over 200 organisations from more than 55 countries, representing many of the world's leading manufacturers and suppliers in the savoury snacks business.

To enjoy the reduced exhibitor rate at SNACKEX and save around 15%, in addition to many other membership benefits, your company can become an ESA member today.

To discover how ESA membership can help strengthen your business....

email us at esa@esa.org.uk

or visit us at www.esa.org.uk



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Seeking to grow your business in asia?



SNACKEX ASIA 2010, SE Asia's only international trade show dedicated entirely to the savoury snacks and snack nut businesses takes place in Beijing, China, 25, 26, 27 May 2010.

This exciting show which incorporates the 2010 China International Peanut Conference is jointly organised by ESA and CFNA – the China Chamber of Commerce for I/E of Foodstuffs. Thousands of trade buyers and visitors have been targeted throughout the Asia-Pacific region, so if your company is seeking to develop business contacts and sales in the world's most dynamic market, contact the organisers for more information stand availability.

