

# CFIA RENNES 2011

## 15 successful years!

### → 12 258 visitors: new record!

CFIA Rennes has never displayed such significant figures! With an **increase of 4%** of its visitors, **the 15<sup>th</sup> edition of the CFIA announces its best record since its inception.**

The CFIA owes this success to its **unique offer**. It brings together in one place all **equipment suppliers, suppliers and service providers in the field of agro food**. It became now an essential event for professionals of the agro food industries.

### → Reflecting its market ...

The CFIA is above all a show in the image of its market, continuously looking to the future, **innovation and business.**

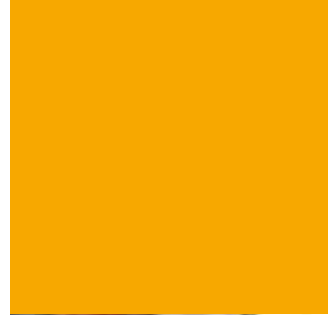
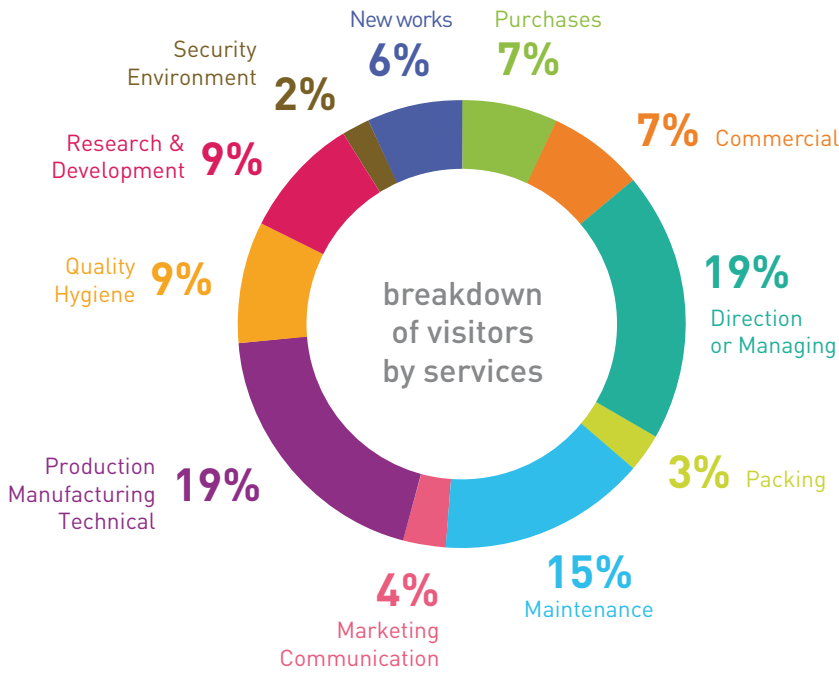
This success is foremost in the concept of the show: **quality, friendliness and business ... in the heart of the First European food region.**

With this in mind, the CFIA is positioned as a **reflection of the food industry**, by making it a point to promote **exchanges** between professionals in the food industry and responding to its problems, as far as possible.

With **12,258 visitors** from all functions of the plant, the CFIA confirmed his status as «the largest factory in France» and demonstrates that the food sector is constantly changing!



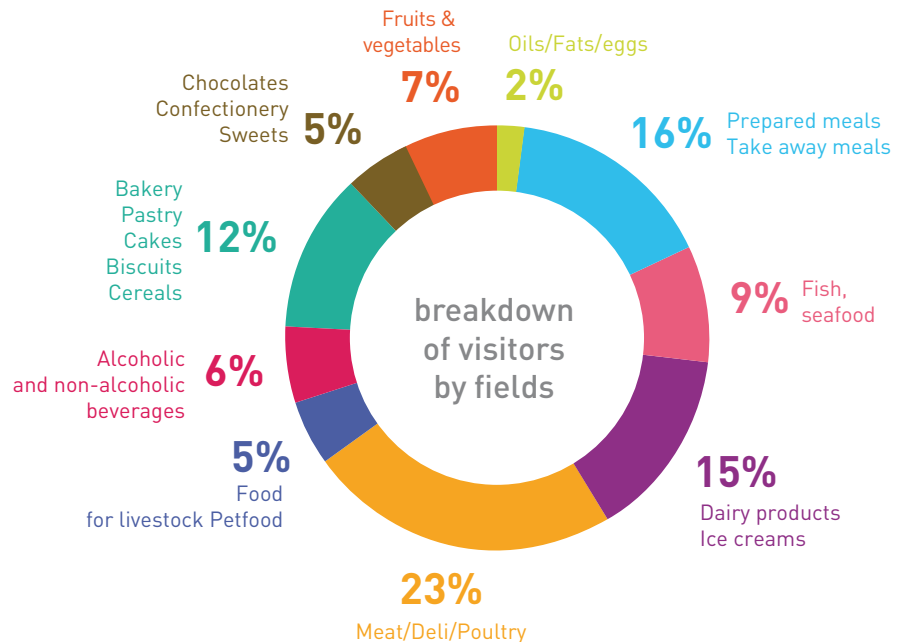
# Visitors at the core of the target



**40 %** came visiting for the first time

**13 %** of increase for foreign visitors

**92 %** achieved their objectives of visit



## CFIA: an international objective

For 3 years the CFIA has been implementing measures especially dedicated internationally. So this year, the arrival of foreign delegations has been a great success. Two countries were honored: Italy and Poland...

Its location in **the heart of the largest European food region** and its exclusive offer, allow the CFIA to push its borders.

This desire for openness to the world is claimed by the CFIA. It proposes its manufacturers to have an **impulse on export markets...**

## The exhibitor's offer is very rich

**1200** exhibitors at the forefront of innovation in their sector

- **Ingredients & IFPs** 100 exhibitors
- **Equipments & Processing** 700 exhibitors
- **Packing & Packaging** 400 exhibitors

**208**  
new companies participating

**90 %**  
state that they wish to **renew their registration** in 2012

**85 %**  
consider their participation positive or **very positive**

“ 2011 is a historic year as we've had over fifty contacts from all over France, but also from the Benelux, Germany, Africa and Reunion ... As far as I'm concerned, it is undoubtedly the best show I've attended since I represent the CORMAN company in the industrial French market. That tells you that we will of course be present next year! ”

Alain Alluin, Commercial Director France – CORMAN

“ Since 1997 we have always worked very well at the CFIA, in the heart of this food region. The show also allows meeting people from production, maintenance, buyers.... Access is much easier and less stressful than a trip to Paris! Statistics about CFIA for us? 65% customers and 35% of prospects on average each year. This show reaches people beyond the Great West. We also had visitors from Reunion, Guadeloupe, Martinique, Algeria, Morocco, Tunisia, Belgium, Canada... This year, we even signed contracts on the stand! In addition, various projects should be realized in the next few months ... in short, a very positive assessment! ”

Christian Matter, market manager INDUSTRIADE



# CFIA Destination Innovation!

For 15 years, the CFIA has put a point of honor to promote innovation. The Innovation Awards, presented during the evening of CFIA Rennes 2011, brought together more than **1000 guests**.

New record with **83 innovations** this year. This very strong popularity certifies that food is a sector in constant evolution.

Please note that this year, a **space specially dedicated** to trophies was available for visitors, where every innovation was presented in a video way.

## Awards 2011

### Equipments & Processes

SAIREM  
Labotron

### Packing & Packaging

MAREL STORK FOOD SYSTEMS France,  
Automatic conditioning of sausages

### Ingredients & IFP

V. MANE & FILS  
Sense Capture Unami

### Quality, Health, Services

PANELCO  
Renoplast

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Find all the news  
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[www.cfiaexpo.com](http://www.cfiaexpo.com)

## YOUR NEXT MEETING



# RENNES

2012

Parc Expo  
Rennes Aéroport  
13<sup>th</sup> - 14<sup>th</sup> - 15<sup>th</sup> March

