

MESSE MÜNCHEN
INTERNATIONAL



oils + fats 2008

oils+fats is the only international B2B trade fair that focuses on the production and processing of oils and fats made from renewable resources. It examines current trends and demonstrates the latest technological developments, covering everything from raw and auxiliary materials to processing, quality assurance, packaging and logistics. That makes oils+fats the most important industry gathering for decision-makers and experts in the oils and fats industry.

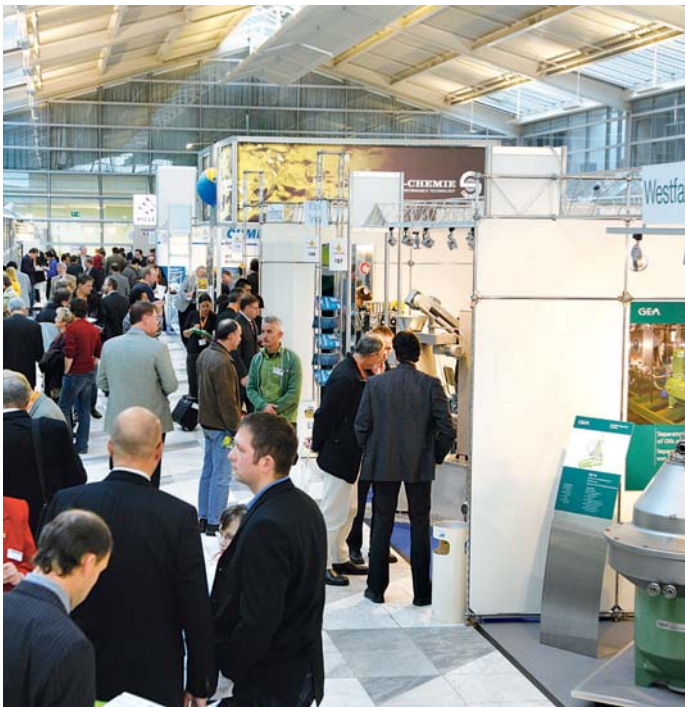
www.oils-and-fats.com

Information for exhibitors

Supported by



18–20 November 2008
at the M,O,C, in Munich



69 exhibitors from 14 countries

85% of all exhibitors feel that the fair gives them a moderate to very large advantage over other exhibitions*

Exhibitor rating*

The fair received a rating of good to excellent for



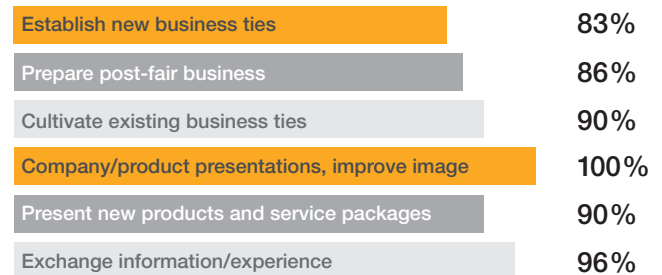
Exhibitor satisfaction*

96% of exhibitors would recommend oils+fats to others

96% of exhibitors plan to participate in oils+fats again in 2008



Exhibitors who reached their objectives at oils+fats 2007*



*Source: Exhibition survey by independent market-research institute *forschungplus*

**Source: Visitor registration of oils+fats 2007



+++ "The seed has bloomed! Munich International Trade Fairs' goal was to establish a central European exhibition for the oilseed-processing industry, and it turned a big idea into reality with oils+fats 2007. It created an outstanding platform for in-depth discussions and the exchange of ideas and information in our industry and related business fields. For us, this exhibition is a must!"

Günter Simon, Managing Director,
Harburg-Freudenberger Maschinenbau GmbH +++

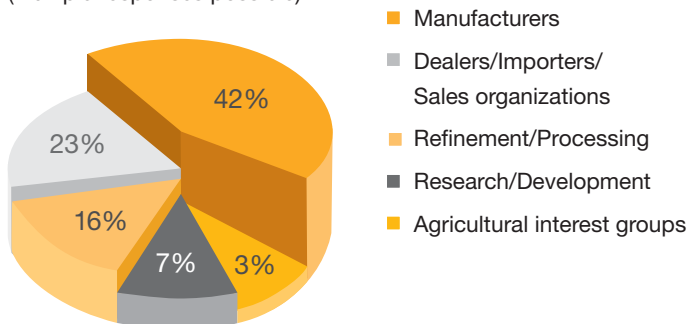


1,100 visitors from 58 countries

87% of visitors have decision-making authority in their companies, **49%** of those play a key role in that process*

Visitor profile at oils+fats 2007**

(multiple responses possible)



Top 12 visitor countries**



- + Germany
- + Austria
- + Czech Republic
- + Italy
- + Netherlands
- + Switzerland
- + Poland
- + Belgium
- + Spain
- + Romania
- + France
- + Turkey

Areas of interest of visitors at oils+fats 2007**

(multiple responses possible)

Raw and auxiliary materials	50%
Plants and machinery including accessories	87%
Packaging, logistics and quality assurance	20%

Your customers visit oils+fats 2008:

- + Producers of crude and/or refined oils and fats, fatty acids, margarines, nutraceuticals, edible oils and fats, biodiesel, detergents, glycerin, lanolin, lubricants, waxes
- + Refiners of crude oils and fats
- + Oil and fat traders
- + Agricultural interest groups

Meet experts and decision-makers from the following areas of activity:

- Executives/plant management +++
- Production/engineering +++
- Research and development +++
- Purchasing/procurement +++
- Quality management

+++ "oils+fats immediately established itself as an important industry gathering. It features the right combination of business, presentation platforms and networking. It was the perfect place to demonstrate our company's appeal!"

Frederik Hoel, Salesmanager, Desmet Ballestra Group +++

+++ "We were particularly impressed by the outstanding quality of the visitors at the premiere of oils+fats 2007. The large percentage of qualified trade visitors allowed us to hold some very productive discussions. Our exhibition staff also profited from the exchange with visitors and received a number of good ideas."

Herbert Sporrer, Head of Public Relations, Technology and Development Center (TFZ) +++

+++ "This is an exhibition that we would definitely recommend to others and that should be continued in its current form. This was an outstanding opportunity to intensify contacts, acquire new customers and exchange ideas and information."

Gunter Börner, Managing Director, ÖHMI Engineering GmbH +++

+++ "We made a number of interesting new contacts and cultivated our existing contacts at oils+fats. The visitors who attended the fair were extremely international. The fair was a complete success for GEA Westfalia Separator."

Klaus-Peter Eickhoff, Head of Oils and Fats Processing GEA Westfalia Separator +++

+++ "It was a very successful exhibition. The fair was professionally organized and there were plenty of visitors. We also held some very interesting conversations. The composition of the exhibitors was very homogenous. We are looking forward to coming back."

Dr. Klaus Schurz, Development Manager Research & Development and Technical Service, Bleaching Earths and Adsorbents, Süd-Chemie AG +++

+++ "oils+fats has been a very interesting exhibition: a small but very specialized exhibition where we could get good contacts."

Marc Nomdebeu, Technical Sales, Tremesa S.A. +++

Raw and auxiliary materials

Raw materials
 Auxiliary materials
 Contract crop growing/
 Crop growing development
 Other

Production and processing

Plants and machinery for the production of oils and fats
 Plants and machinery for the further processing of oils and fats
 Equipment and accessories

Overlapping processes
 Engineering and consulting
 Other

Logistics and quality assurance

Logistics
 Quality control and assurance
 Other



Exhibit at oils+fats 2008. Register now.

The application form has been enclosed in this brochure and can be downloaded at oils-and-fats.com. **Application deadline: June 30, 2008**

oils+fats 2008
 International Trade Fair for the Production and Processing of Oils and Fats made from Renewable Resources

Dates
 18–20 November 2008

Opening hours
 Tuesday–Thursday, 9 am to 5 pm

Setup
 16–17 November 2008

Dismantling
 21 November 2008

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Organizer
 Messe München GmbH

www.oils-and-fats.com

Features detailed information about the range of exhibits, exhibitor database, marketing services for exhibitors, downloads, directions, accommodations, your stay in Munich and much more.

