

ANGA Cable

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From 22 to 24 May 2007 the Cologne Fair centre will host the ANGA exhibition for the ninth time. Close to 3,000 exhibitors have announced their participation and the "net exhibition area will increase to more than 9,000 sqm for the very first time," states Peter Charissé, managing director of the Cologne exhibition. More than 9,000 visitors from 64 countries were counted at last year's ANGA exhibition, and similar numbers are expected for 2007 as well.

The first ANFA exhibition was held in 1998 and the original aim was to organise a fair that is focused on cable technology. In the meantime



ANGA is headquartered in Endenich, a suburb in the western part of Bonn, close to the A565 motorway access point. This modern office is the base for the diverse ANGA activities.



Peter Charissé is the managing director of the ANGA exhibition organising company

satellite technology has been added as well.

ANGA is an association of 120 companies of the German cable industry and was founded in 1974, which was at a time when cable distribution technology meant nothing more than distributing a small number of channels to a limited user base. The number of channels on offer has vastly increased since then and consequently the distribution technology has become much more sophisticated as well. Eventually, a dedicated affiliate company was founded to organise the ANGA Cable exhibition.

"Minimum size of a booth is 12 sqm", explains Claudia Schmidt, Marketing Manager and organizing the exhibition on behalf of ANGA Services GmbH. The most cost-efficient way to participate is to book a strip booth, which costs 2,800 EUR with the smallest size.

"ANGA is an exhibition for the specialised trade," according to Claudia Schmidt, "which means private individuals may not visit the event." This way exhibitors can have expert discussions without having to spend time answering beginners' questions.

The so-called Triple Play will be at the centre of attention at this year's ANGA exhibition, and by that we mean the bundling of Internet, radio



Lots of visitor traffic at last year's ANGA exhibition – 2007 will show a similar picture.

& TV and telephony into a single technology. Next Generation Networks, DOCSIS 3.0 and IP-TV are some of the keywords in this new field.

Presentations and panel discussions will be held simultaneously with the exhibition, a strategy summit will discuss encryption mat-

ters and a technology summit will look at the various transmission modes and their respective benefits and disadvantages.

All this makes the ANGA exhibition not only a platform for existing technologies, but also a forum for future outlooks. Decision makers cannot afford to miss this event!