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#anugafoodtec

Anuga FoodTec 2022 - Special Edition: Convincing concept, also digitally

Most important international industry event in spring 2022

Special Edition: In addition to the presence trade fair, digital platform Anuga FoodTec @home offers additional contact opportunities

Anuga FoodTec, the international supplier fair for the food and beverage industry, plays a central role for the industry with its comprehensive concept, which covers all process steps from the processing of raw materials to the finished product. Thus, the trade fair, which has been postponed to April 2022, is also registering an unchanged high level of popularity in all product segments. Anuga FoodTec 2022 presents itself as a "Special Edition" and thus as a combination of a compact presence trade fair with the high-reach digital platform Anuga FoodTec @home.

As a result of the exhibitor and visitor surveys at Anuga FoodTec 2018, the product segmentation has been revised and structured in order to be able to present competences and solutions along the entire value chain. In this way, supply and demand can be brought together in an even more targeted manner.

The segments at a glance:

- Processing
- Filling & Packaging
- Digitisation
- Automation
- Intralogistics
- Safety & Analytics
- Environment & Energy
- Science & Pioneering

The new segments "Intralogistics", "Automation", "Digitalisation", "Energy & Environment" and "Science & Pioneering" focus on important key topics of the food and beverage industry.

"Intralogistics" deals with the internal flow of materials and includes, for example, product groups such as conveyors, large containers, storage systems or industrial trucks. All global producers of food and beverages need intralogistics solutions. Complementary topics such as warehousing and facility management are also touched on here.

"Automation" and "digitalisation" are closely related. Switching processes from



Anuga Food Tec
26.04. - 29.04.2022
www.anugafoodtec.com

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manual to automatic operation, i.e. machine operation, is an important challenge in the food and beverage manufacturing process. Digitalisation connects the automated processes through innovative technologies that can control and network all applications according to demand and product.

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"Energy & Environment" is one of the core fields in the production process of food and beverages. Energy, fresh water, waste and reprocessing are important factors in every production process that can be used to control costs and effort. In addition, these issues are moving strongly into the focus of the public, which increasingly expects food and beverage producers to have a clear attitude towards environmental issues. The area offers approaches to solutions and innovations at various levels across all process stages.

"Science & Pioneering" focuses on the future more than any other segment. Here, the experts are expected to identify today which solutions will be ready for the market in the next 5 to 10 years and where the industry is heading. In addition to start-ups and young, innovative companies, research institutes and universities can also participate here in the discussion about the future.

All segments will also be taken up by the event and congress programme, where they will be discussed by experts and presented in different approaches with a view to the future.

In addition to the presence fair, Anuga FoodTec offers additional information and networking opportunities on its new digital platform Anuga FoodTec @home. While the exhibitors of Anuga FoodTec can profile themselves through digital presentations in different formats, the virtual visitors have access to numerous contents and data offered by the trade fair. This is also relevant for all interested parties who cannot visit the trade fair. Anuga FoodTec @home offers them access to the relevant players in their industry, while at the same time providing exhibitors with an effective digital extension of their trade fair presence. At the same time, exhibitors can use an innovative lead tracking system to find out which visitors are interested in their virtual offer and contact them.

The event and congress programme will also be partially mapped at Anuga FoodTec @home. On the other hand, selected parts of the very focused professional programme can only be experienced at the fair. The lectures at Speakers Corner can only be followed at the fair and reinforce the live dynamics.

The programmes of the Main Stage and the Innovation Stage, on the other hand, will be offered both as a streaming service and on demand on the platform until 30 June 2022. On the Main Stage, for example, all the topics surrounding the main theme of Anuga FoodTec 2022, which is "Smart Solutions - Higher Flexibility", will be highlighted. In addition, there will be a strong focus on the trend topics of the industry, which include the focal points of sustainability and alternative proteins. To this end, Anuga FoodTec has put together a series of compact conferences under the motto "Food4Future @ AnugaFoodTec22" in cooperation with NXFood, among others. The conference series will run on the Innovation Stage, so will also be offered digitally.

The organiser of Anuga FoodTec is Koelnmesse. The DLG Deutsche Landwirtschafts-Gesellschaft (German Agricultural Society) is the technical and conceptual sponsor of Anuga FoodTec.

You can find the current list of exhibitors at www.anugafoodtec.de/ausstellersuche.

Further information.
www.anugafoodtec.com

Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

The next events:

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 30.01. - 02.02.2022

Anuga FoodTec - The international supplier fair for the food and drink industry, Cologne 26.04. - 29.04.2022

Cibus Tec - Exhibition & Conference on Food & Beverage Technologies Trends, Parma 25.10. - 26.10.2022

Note for editorial offices:

Anuga Food Tec photos are available in our image database on the Internet at www.anugafoodtec.com in the "News" section.

Press information is available at: www.anugafoodtec.com/pressinformation

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