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#anuga

Anuga and EIT Food enter a strategic partnership

The leading global trade fair for food and beverages taps into the extensive know-how of Europe's leading initiative for food innovations

EIT Food, the world's largest and most dynamic initiative for food innovations is the new partner of Anuga. In line with the key theme of Anuga, "Sustainable Growth", the aim of the long-term, strategic partnership is to promote the dialogue and the interdisciplinary cooperation to achieve a sustainable food system. Together the leading global trade fair for food and beverages and EIT Food will create a platform for innovative ideas and new sustainable developments in the food industry. To this end, they are bringing the most important players from the industry and fields of politics and business together at Anuga in Cologne from 7 to 11 October 2023.

"We are delighted to have the experts of EIT Food and its network on board in the scope of this new, strategic partnership. New ways towards an improved, global food system will be highlighted in the course of different event formats and subsequently there will be an opportunity to engage in a direct exchange with an international trade audience and the trade media," explained Bastian Mingers, Vice President Food.

Dr. Andy Zynga, CEO of EIT Food, adds: "EIT Food is very pleased to work more closely with Anuga, in addition to the partnership with Anuga HORIZON. The goal of the food community is clear: only together will we build an innovative and resilient food system, which is integral in driving greater food security and a healthier planet. This requires new ideas, solutions and collaboration within the industry, for which Anuga offers a fantastic opportunity."

The key contents of the partnership are among others:

- a professional exchange and knowledge transfer
- the joint development of the conference and event programme of Anuga with panel discussions, workshops and speakers
- joint press events in the run-up to and during Anuga

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the



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www.anuga.com

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District Court Cologne, HRB 952

United Arab Emirates. 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 technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

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Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

Sigep China - Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee, Shenzhen 10.05. - 12.05.2023

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 10.05. - 12.05.2023

THAIFEX - Anuga Asia - Re-imagine the future of the F&B industry, Bangkok 23.05. - 27.05.2023

Note for editorial offices:

Anuga photos are available on the Internet at www.anuga.com/imagetdatabase

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