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#anuga #weareanuga

## Anuga 2023: First joint appearance with new partner UNIDO

### Side events are placing the emphasis on fighting hunger and food supply chains

Between 7 and 11 October, as the world's largest and leading trade fair for the food and beverage industry, Anuga will not only present pioneering product innovations and trends, it will also once again underline its role as a significant international trading and exchange platform. In the scope of two first-class trade events, under the patronage of the United Nations Industrial Development Organization (UNIDO), the focus will lie on key challenges such as combatting hunger and the transformation of the food supply chains. True to this year's key theme "Sustainable Growth", the aim is to highlight essential global themes and discuss possible solutions together.

"The international exchange is of particular importance in our global world. There is a good chance that new approaches and solutions are found at a leading global trade fair like Anuga. UNIDO, the UN organisation for industrial development relies on innovation and cooperations, particularly for creating a world without hunger," stressed Gerd Müller, Director General, UNIDO.

#### **UNIDO Side Event 1: A World Without Hunger is Possible**

800 million people worldwide are affected by a shortage of food. UNIDO is setting a strong sign by organising the side event called "A world without hunger is possible" at Anuga. The focus lies on the serious effects of hunger and malnutrition, particularly in the rural regions of South and South East Asia, India and Africa.

At this event, experts from the food industry and from the world of politics and science come together with the development cooperation to discuss innovative approaches. Since the future will bring additional challenges with it - among other things due to the climate change - and double the amount of people than 50 years ago will have to be fed, a 60 percent increase in the production of food is necessary by 2050. A comprehensive and sustainable approach by the agricultural industry is thus indispensable to reach this goal. Gerd Müller, Director General of UNIDO will hold the keynote speech.

#### **UNIDO Side Event 2: Food Supply Chains at a Crossroad**

The food industry is entering an era of change, triggered off by global crises and new legal provisions. In this context, UNIDO will be addressing the theme "Food Supply Chains at a Crossroad," to analyse the impact on the food supply chains.

The second side event offers representatives from the food industry and



Anuga  
07.10. - 11.10.2023  
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stakeholders of the development cooperation a stage for discussing the consequences of the new Higher Requirements for Environmental and Social Standards (HREDD). A particular focal point will be how companies can maintain a sustainable supply chain in spite of the complex challenges and how they can at the same time contribute to sustainability goals being achieved. In the scope of a round table discussion, the guests will include among others Gunther Beger, Managing Director of UNIDO's SDG Innovation and Economic Transformation.

Gerd Müller, Director General of UNIDO: "At Anuga around 7,500 exhibitors meet up with 130,000 visitors from all over the globe. Food and nutrition security is a key topic for UNIDO with its 171 member states. We will present our projects in Cologne and keep an eye out for new innovations and solutions that we can implement worldwide."

The side events at Anuga 2023 promise to offer important insights and discussions on the future of the food industry in the face of the complex and manifold themes it is faced with. They primarily serve as an expert exchange and a means of knowledge transfer. The industry has to find innovative ways to maintain the supply chains, while at the same time making its contribution towards sustainability and the improvement of the global food situation.

**For further information visit:** [https://www.anuga.com/events/side-events/unido\\_en/](https://www.anuga.com/events/side-events/unido_en/)

**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 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.

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

**The next events:**

ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 07.09. - 09.09.2023

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

**Note for editorial offices:**

Anuga photos are available on the Internet at [www.anuga.com/imagedatabase](http://www.anuga.com/imagedatabase)

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