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#weareanuga #sustainablegrowth

Strong participation and top-class event programme at Anuga 2023

More than 7,800 exhibitors from 118 countries +++ New conference formats +++ Diversified range of international products

The world's largest and most important trade fair for the food industry, Anuga, is bouncing back in 2023 with a strong participation: According to the current status more than 7,800 exhibitors from 118 countries are taking part in the trade fair from 7 to 11 October in Cologne on exhibition space covering around 300,000 m² at the fully-booked fair grounds. The share of foreign exhibitors is 94 percent. The ten country participations with the highest number of exhibitors come from Belgium, China, Germany, France, Greece, Italy, the Netherlands, Poland, Spain, Turkey and the USA. Under the key theme "Sustainable Growth", together with new partners, this year's Anuga additionally offers a diversified event and conference programme that focuses on the current themes of the food industry.

"Anuga 2023 is larger and more international than ever and is confirming its ongoing success as the number one global food trade fair. With its 10 trade shows under one roof, the largest worldwide industry community as well as a newly designed event and congress programme, we will create an experience of the special kind this year," explained Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

Also in terms of visitors, Anuga will once again unite national and international top decision-makers from the trade, industry and out-of-home market from all over the world. Numerous renowned food dealers and distributors from around 20 different countries have already confirmed their attendance. All of the important chain stores from the German-speaking zone have already registered, including Aldi, dm, Dohle, Edeka, Kaufland, Lidl, Metro, Netto, Penny and Rewe. From abroad among others Auchan from France, Coop and Migros from Switzerland, Costco, Target and Walmart from the USA, Aeon Co from Japan, Carrefour from France, Max Hypermarket from India as well as Zona Sul from Brazil are represented.

New partners, new events

In the face of the global challenges such as the climate change, the shortage of resources and the growing population, Anuga 2023 is placing the focus on the key theme "Sustainable Growth". To discuss these and other themes with the specialised community, the trade fair is offering a demanding congress and event programme with many top-class speakers in 2023. In the scope of lectures and panel discussions themes like the realisation of the sustainable development goals (SDGs), the transparency and traceability of supply chains and products, more climate-friendly production, resource-saving raw material cultivation, food waste as well as ways towards a circular food system will be discussed together with new partners such as



Anuga
07.10. - 11.10.2023
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Cologne
District Court Cologne, HRB 952

EIT Food, Europe's leading initiative for food innovations and UNIDO, the United Nations Industrial Development Organization.

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Anuga additionally offers further formats on the theme New Food under the flag of Anuga HORIZON. Alongside the first-class "Anuga HORIZON Conference" and lectures on the Anuga Trend Zone, innovative start-ups are also represented on the Anuga HORIZON exhibition space. Beyond this in the scope of an interactive format called "Meet the Experts", there is the chance for experts from the food section, industry and field of science to engage in an exchange and network. The Anuga HORIZON Conference will bring a number of experts and pioneers from the industry together on 9 and 10 October under the title "Inspire the Future". The focus is on technologies, for instance artificial intelligence for a sustainable food system, the role global players adopt in the transformation towards the New Food economy or the implementation of alternative and plant-based proteins.

Trends and new products

Powered by Anuga HORIZON, the Boulevard of Innovation on the North Boulevard serves as a central hub for the theme trends and innovations. This is where visitors can find the established Anuga event formats "Anuga Trend Zone" and "Anuga taste Innovation Show". The Anuga Trend Zone, presents current food and product trends of the market research institutes Innova Market Insights and Euromonitor in a special event as well as other famous trade experts on the key theme of Anuga.

The "Anuga taste Innovation Show" special event is the result of our new product competition. The exhibitors present around 70 innovations here in the scope of a special event.

In the scope of further events the centre of attention will be placed on the themes Organic and Halal. In the heart of Anuga Organic in Hall 5.1, the Organic Supermarket 2023 will present the diversity of the entire organic offer with a new, modern organic supermarket concept as well as the trends for the organic range in the food retail trade. Anuga's organic programme is rounded off by the new format "Anuga Organic On Stage, which comprises of panel discussions and trend lectures on themes that are moving the organic industry. One highlight is a market discussion with Cem Özdemir on the theme more organic in the agricultural sector and trade. And the Halal Market will once again present Halal-certified products, because the demand for these products has increased enormously over the past 3 years.

Current figures for Anuga 2023 at a glance:

- More than 7,800 exhibitors from 118 countries
- Share of foreign exhibitors is 94%
- Gross exhibition space is over 300,000 m²

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.

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

The next events:

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

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

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