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#weareanuga #sustainablegrowth

## Anuga is expanding internationally with "Anuga Select" and is launching the #weareanuga campaign to reinforce the trade fair community

### The standardisation of the brand image reinforces Anuga brand family

Anuga, the worldwide number one event among the trade fairs for food and beverages, has in the run-up to Anuga announced its strategic decision to expand globally under the name "Anuga Select". The initiative marks a significant step in the history of the trade fair in order to consolidate its leading position on the international trade fair scene. Furthermore, the standardisation of the Anuga brand image is an important step in the direction of the expansion of the Anuga brand family.

Anuga has been the most famous food and beverage trade fair for over 100 years and is well-known worldwide. Its unique trade fair concept and "made in Germany" quality standard have won over the trust of both exhibitors and visitors from all over the globe. Anuga has developed the "Anuga Select" strategy to further strengthen this leading position and tap into new markets.

Anuga will strategically position its product family in upcoming markets under the banner "Anuga Select" and present the brand Anuga at international satellite events. These steps will contribute towards opening up new business potential for exhibitors and at the same time further reinforce Anuga as the global platform for the food and beverage industry.

### "Anuga Select" - a door opener for companies

Participating in trade fairs is often the first step for companies that are striving to expand into new markets. Here they can establish valuable contacts, weigh up their market chances and build up business relations. Anuga has established itself as a trusting partner for companies and offers them a uniform platform under the banner "Anuga Select" allowing them to present their products and services on new markets.

"We understand the needs of our exhibitors and are resolved to support them with their international business. 'Anuga Select' provides our customers with a reliable platform for entering global markets and achieving their business goals. As such, we particularly offer smaller, regional companies a strong quality brand locally and export-oriented companies in the respective country optimal market access," said Bastian Mingers, Vice President Trade Fair Management of Koelnmesse's food trade fairs.



Anuga  
07.10. - 11.10.2023  
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Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

## **#weareanuga - a community for the trade fair industry**

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In addition to the expansion of "Anuga Select", Anuga has also launched the #weareanuga campaign to build up a strong and identity-promoting community around the Anuga brand. This initiative is being communicated across all social media channels to unite exhibitors, visitors and trade fair enthusiasts worldwide.

The #weareanuga campaign will contribute towards strengthening the bond between Anuga and its international community. It will offer a platform where people from the food and beverage industry can exchange ideas, push innovations and discuss the latest trends.

"With #weareanuga we are creating a community which shares the passion for the trade fair industry. We would like to offer a forum where people can network and be successful together," stated Nils-Holger Glomme, Global Brand Manager of Anuga.

Anuga is determined to make its contribution towards promoting the food and beverage industry worldwide and combating worldwide hunger. The introduction of "Anuga Select" and the #weareAnuga campaign are decisive steps towards achieving these aims.

**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:**

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

### **Note for editorial offices:**

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

Press information is available at: [www.anuga.com/Pressinformation](http://www.anuga.com/Pressinformation)

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