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#weareanuga #sustainablegrowth

Anuga 2023: Inspiring lectures on sustainable food innovations

A wide selection of informative lectures, trends and panel discussions +++ Modern stage concepts +++ New international start-ups

In the heart of the fully-booked fair grounds with gross exhibition space spanning around 300,000 m², there is plenty to discover and experience at Anuga 2023 from 7 to 11 October. The "Anuga Trend Zone", which is located on the North Boulevard in front of Hall 8, is one of the many attractions. The area is a fascinating display window for the latest developments in the food and beverage industry.

Among others Anuga's knowledge partners, Innova Market Insights B.V. and Euromonitor International Limited, and other speakers will present informative and topical research results. Whereby a special focus lies on the key theme of Anuga 2023: "Sustainable Growth". This lecture not only addresses environmental aspects and solutions in the food industry, but also takes a look at the economical and humanitarian impact that sustainability in the food industry brings with it. Here, market trends, innovations and consumer values will be examined in detail in the context of sustainability.

Since the consumers are searching for affordable and yet nutritional options, a further lecture will address themes such as the optimisation of the production and price of basic daily foodstuffs, the potential of lowering costs by reducing waste and the important role that technology will play in the future provision of affordable and accessible foodstuffs.

Parallel to this the focus of the Anuga HORIZON Conference lies on pioneering technologies such as artificial intelligence and innovative protein sources. Beyond this, the lectures of the Anuga partners, UNIDO and EIT Food, will contribute towards an exciting combination between cognitions and innovations. Hence, Anuga 2023 not only promises to offer a wealth of products and ideas, but also to be an inspiring platform for the exchange and further development of the food industry.

Experience Organic on Stage

The modern stage format "Organic on Stage" is being held for the first time in Passage 4/5 of the trade fair, right next to the Start-up Area. Organic on Stage promises the visitors a unique experience with a wide selection of activities, such as exciting panel discussions, informative lectures, inspiring examples of best practice, award ceremonies as well as gripping start-up pitches. The main focus lies on food start-ups and innovative developments in the organic sector to present the latest



Anuga
07.10. - 11.10.2023
www.anuga.com

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trends and progress in this section. In the heart of Anuga Organic, the Organic Supermarket 2023 will present the diversity of the entire organic offer with a new, modern organic supermarket concept.

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New possibilities in the halal industry

The "Anuga Halal Global Conference", which specifically targets the growing halal sales market, is a further highlight of Anuga 2023. Halal-certified food, which complies with the Islamic dietary laws, has been gaining increased significance in the food industry for years, also in Europe.

The event that is taking place at Anuga for the first time aims to bring together important players, experts and people representing the interests of the Halal industry to explore and shape the future of this dynamic market. The participants can look forward to an extensive field of themes, including halal certification and standards, new possibilities in the halal industry and the key role of the standardisation and harmonisation of halal certification processes.

The complete event programme with all speaker details and interesting information can be found on the [Anuga website](#).

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

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