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#anuga

Industry relies on the leading global trade fair, Anuga, in difficult times: High number of applications during the early booking campaign

Early bird discount still available until 30 September 2022

The food and beverage industry is on the move - and so is its leading global trade fair, Anuga. Currently dwindling sales markets and the search for new business potential, faltering supply chains, climatological developments and the related discussions about energy and raw materials are challenging the food and beverage industry more than ever. Worldwide leading, export-oriented trade fairs like Anuga provide the opportunity to establish business contacts and promote personal, trusting customer relations. Exhibiting companies can book their stand at the early bird price up until 30 September 2022 and make sure they are on board for the start of the allocation of the placements.

"It is important to us that Anuga offers an international presentation platform and above all the opportunity for an exchange. Personal encounters are more important than ever and our exhibitors are confirming this. A mood of optimism prevails throughout the ten trade shows of Anuga. And we are receiving similar feedback from political circles, for example we are looking forward to welcoming the Federal Minister for Food and Agriculture, Cem Özdemir, at the opening of Anuga," explained Stefanie Mauritz, Director Anuga.

Quotes from exhibitors of Anuga Meat or Anuga Chilled & Fresh Food like "our company is focusing on Anuga" or "participating at Anuga is a must", confirm the trust in the world's largest trade fair for the food industry. Discussions with top brands, who are showing an interest in Anuga again for the first time in many years are also ongoing for Anuga Drinks and Anuga Hot Beverages. In the bio segment, beyond the specialised trade, the suppliers are betting on Anuga Organic to reach a wider target group of buyers.

"Furthermore, in the scope of Anuga Fine Food we are clearly noticing that countries and companies want to use Anuga to tap into new sales markets after the collapse of markets like Russia and the Ukraine. In addition to innovative industry newcomers we are looking forward to being able to present the complete offer of the national and international dairy industry again at Anuga Dairy in 2023. The Dairy Alternatives Area that was introduced for the first time in 2021 will be further extended in 2023. And nearly all relevant players are on board again at Anuga Bread & Bakery," is how Mauritz summed up the present number of applications.

The further developed Anuga Out of Home (previously "Anuga Culinary Concepts") will include new exhibitor groups for example from the delivery or to-go segments



Anuga
07.10. - 11.10.2023
www.anuga.com

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

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

for the first time.

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Further information on exhibitor applications 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:

Annapoorna - ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 14.09. - 16.09.2022

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 08.11. - 10.11.2022

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 11.04. - 13.04.2023

Note for editorial offices:

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