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#anuga

## Anuga and Innova strengthen partnership to provide greater content for tradeshow participants

Anuga, the world's leading trade fair for food and beverages, and the global market intelligence leader Innova Market Insights, are happy to announce an enhanced collaboration and exciting new initiatives leading up to the Anuga 2023 event.

Innova offers new product tracking and market trend insights essential to the food and beverage industry, allowing business leaders to gain a deeper understanding of all main categories and their specific target audience.

For many years Anuga and Innova have nurtured a strong partnership, creating educational content online as well as on-site: visitors can meet Innova experts at the live trade show to discuss their business goals and learn how market insights can help them define their strategy.

Insights into consumer preferences and values, new product developments, innovative ingredients and market trends are what makes Anuga more than an inspiring meeting place for vendors: the event is in fact an opportunity for business leaders to expand their knowledge and determine their course of action.

Ahead of the October 2023 event, visitors can explore Anuga's dedicated [specialty fair webpages](#) on topics such as frozen food, dairy and out-of-home; learn about a variety of [selected food trends](#) including alternative meat proteins and ancient grains; and find essential insights for [key topics](#) such as halal, kosher and private label. On these webpages Innova shares essential, up-to-date market insights that inform exhibitors and visitors alike on a multitude of relevant topics for the food industry.

Anuga will also offer a regular blog in collaboration with Innova that provides a deep-dive into trending themes. An inspirational, two-part blog exploring the metaverse and its impact on the F&B sector has already been published: [click here](#) for part 1 and keep an eye on [this page](#) for future content.

Finally, followers can look forward to a series of co-hosted webinars in 2023, with Anuga and Innova offering a more engaging experience. Webinars will be announced on the companies' respective websites, social media platforms and in e-newsletters.

### LinkedIn

Anuga: [Anuga: Overview | LinkedIn](#)

Innova Market Insights: [Innova Market Insights: Overview | LinkedIn](#)



Anuga  
07.10. - 11.10.2023  
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**E-newsletter**

Anuga:

Innova Market Insights: [Subscribe to Innova Market Insights Updates - \(activehosted.com\)](#)

**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:**

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

ISM Japan - The dedicated showcase for Sweets &amp; Snacks in Japan, Tokyo 12.04. - 14.04.2023

**Note for editorial offices:**Anuga photos are available on the Internet at [www.anuga.com/imagetdatabase](http://www.anuga.com/imagetdatabase)Press information is available at: [www.anuga.com/Pressinformation](http://www.anuga.com/Pressinformation)

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