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#anuga

## Anuga Select to debut in Tokyo in 2024

### Koelnmesse continues to expand its food sector business in Japan

Starting in 2024, Koelnmesse will be adding another trade fair to its portfolio in Japan. In addition to existing trade fairs including ISM Japan, Anuga Select will expand Koelnmesse's food and foodtec field of expertise. It will also serve to tap into the important food market in Japan and thus further expand Koelnmesse's network of food and foodtec trade fairs. This offers customers a new point of access to the sector in the Asia-Pacific region.

Koelnmesse President and Chief Executive Officer, Gerald Böse, announced the debut of Anuga Select at a press conference in Tokyo on 17 October 2022: "Our business in Japan has always been an important cornerstone of our foreign portfolio. In addition to ISM Japan and our focus on the gourmet segment, we are very pleased to be making a further contribution to our customers in the food sector in Japan with Anuga Select."

Like ISM Japan, the premiere of which has been announced for 2023, Anuga Select is based on the recently initiated strategic partnership between Koelnmesse and the trade publishing house Japan Food Journal, which already organises several trade fairs in the food sector in Japan, including Fabex in Tokyo.

Japanese food fairs are widely seen as trendsetters and serve as the sector's first port of call worldwide for access to the entire Asian market. The Asia-Pacific economic region promises strong growth with a compound annual growth rate (CAGR) of 6.2% during the forecast period from 2020 to 2025. Moreover, Japan is the third largest economic market after the U.S. and China, with a unique, highly sophisticated food and beverage culture.

**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



Anuga  
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Executive Board:  
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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

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:**

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 & Snacks in Japan, Tokyo 12.04. - 14.04.2023

**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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