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#anuga

Anuga 2023 places the focus on Sustainable Growth as its key theme

Decision of the Anuga community strengthens the current discussion on the theme Sustainable Growth taking environmental and climate aspects into account

"Sustainable Growth" is the key theme of Anuga 2023. The Anuga community decided this in the scope of a digital communication campaign. As an international trading platform and trendsetter, the leading global trade fair for food and beverages is thus placing one of the central themes of the industry on the agenda. The emphasis lies on different issues, such as for instance how the area of tension between economic growth and sustainability can be conciliated in the food section, which facets sustainable growth offers and which solutions and approaches are globally possible. By addressing "Sustainable Growth" Anuga is also placing the focus on the commitment and the solutions of the industry with regards to environmental and climate-related aspects. These and other topics are not only covered in the 10 trade shows, they will particularly be discussed in the scope of Anuga's event and congress programme.

The worldwide food industry is facing major challenges: With a growing population of around 10 billion people by 2050, there is also rising demand for foodstuffs, particularly for protein. At the same time, the threat of global climate change, water and energy shortages and the loss of biological diversity are putting pressure on the agriculture and food industry. Economic and humanitarian effects, such as disrupted supply chains as a result of the Ukrainian/Russian conflict as well as increasing energy and food costs are aggravating the situation further. The need for product innovations and solutions that will sustainably improve the worldwide food system, is greater than ever.

This is precisely what Anuga is picking up on with this year's key theme "Sustainable Growth". The leading global trade fair of the food industry will be complemented by an ambitious congress and event programme and offers many opportunities for networking. Thanks to new partners such as the EIT Food, Europe's leading initiative for food innovations, the most important issues of the industry will be addressed and innovations presented and discussed in the scope of conferences, workshops, experience areas and speaker sessions. The emphasis will be on themes like the realisation of sustainable development goals (SDGs), the transparency and traceability of supply chains and products, more climate-friendly production, resource-saving raw material cultivation, food waste as well as ways towards a circular food system. Technological progress also plays an important role, because this is often a driver of innovative ideas and new products.



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"The key challenge of the future will be promoting economic growth and sustainable development and at the same time making sure that the necessary natural resources are still available. In a time of disruptive change, which is influencing the global market sustainably, together with the exhibiting companies and leading institutions as well as experts, at Anuga we offer the opportunity for an intensive exchange of ideas and solutions. Our aim is to provide an holistic and international overview of approaches for a sustainable food system," explained Jan Philipp Hartmann, Director Anuga.

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The exhibiting companies show what is state-of-the-art within the industry in the scope of the ten trade shows of Anuga. The trade fair currently boasts a high number of applications with 98 percent of the available exhibition surface already booked and is thus confirming its claim of being the leading global trade fair for food and beverages also after the pandemic.

In addition, special events like the Anuga taste Innovation Show or Meet more Meatless and Dairy Alternatives offer interesting insights into sustainable developments. In this way, established manufacturers from the industry also demonstrate how their classic product ranges are further developing and making an important contribution to a sustainable economy for instance through the implementation of regional, purely vegetable-based ingredients or alternative proteins and resource-saving production processes.

Anuga will take place from 7 to 11 October 2023, as usual in Cologne.

For further information about EIT Food: <https://www.eitfood.eu/>

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>

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