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#weareanuga #sustainablegrowth

## Anuga brand family extends its international presence: Focus lies on growth markets, regional diversity and food innovations

**New trade fair in Madrid reinforces Europe's food network +++ Anuga is relying on growth markets and innovations +++ Almost 300,000 trade visitors worldwide +++ Food trade fairs in Cologne, Milan and Madrid form a strong, European trio +++ ISM Ingredients is positioning itself as a platform for raw materials and sustainable solutions +++ Anuga connects the international food industry**

Anuga is extending its international portfolio further and pursuing a clear strategy: Specifically addressing growth markets, highlighting regional specialities and identifying innovations in the food and beverage industry at an early stage. In the scope of Anuga Select Ibérica, which will celebrate its premiere from 16 to 18 February 2027, the brand family is extending its European presence to include a third trade fair, alongside Cologne and Milan. At the same time ISM will be reinforcing the raw materials section from 2026 onwards with the new format ISM Ingredients and is thus creating an own platform for pioneering solutions in the sweets and snacks industry. A portfolio with geographical and thematic diversity is thus evolving.

Tuttofood Milano, which is taking place once again in May 2026, has already established itself as one of the most important industry meeting points in Southern Europe. With recently over 95,000 trade visitors from 100 countries as well as over 4,200 brands from 70 countries, the trade fair underscores its significance as a platform for the international trade. Anuga in Cologne, the global benchmark and centrepiece of the brand, was able to welcome over 7,800 exhibitors and more than 136,000 trade visitors in 2023.

**Anuga Select Ibérica** is sending a further signal. It is evolving from the further development of two established IFEMA trade fairs: Meat Attraction, which covers the entire value chain of the meat industry, and InterSICOP, which provides the bakery and pastry industries, ice-cream manufacturers and coffee roasting companies with key impetus. Long-term, Anuga Select Ibérica is to contribute towards positioning the Iberian Peninsula more strongly as a European hub for food and beverage innovations. With Spain and Portugal, a region is coming under focus that is not only experiencing growth as a consumption and production location, but which is also increasingly serving as a bridge to Latin America and North Africa.

As of February 2026, ISM, the leading global trade fair for sweets and snacks, is expanding its portfolio to include an innovative format: **ISM Ingredients**. This new segment replaces the former Ingredients section of ProSweets Cologne and creates



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

an independent platform for raw materials, ingredients and semi-finished products. ISM Ingredients also offers a unique congress and event format, which combines expertise with networking and provides new impetus.

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This creates synergies between the providers of raw material and manufacturers, which will strengthen the entire value chain. In view of the rising prices for raw materials and the global challenges, ISM Ingredients is placing the spotlight on the raw materials & ingredients section. The aim is to make the most innovative raw materials available to the sweets and snacks industry and thus increase the industry's competitiveness long-term.

### **International perspectives, regional strengths**

In the meantime, the international Anuga Select portfolio comprises of just under 7,700 exhibitors as well as almost 294,000 trade visitors. Thus, the brand's reach extends far beyond the location in Cologne. A key strategy is to address specific themes in every market - whether the meat industry and the bakery trade in Spain, rice in Thailand or franchise models in Colombia. This makes it possible to identify relevant trends at an early stage and promotes the international industry dialogue in a targeted manner.

Anuga in Cologne continues to be a central showcase for the entire portfolio. The international network and its top themes will be presented here - on the Boulevard, together with the German Association of the Retail Grocery Trade (BVLH) at Stand BOCF-40. The newly-designed Speakers Corner offers professionals from import, export and the trade a platform where they can report about the regional specialties of their home markets and provide interested companies with valuable insights into the international F&B business - with a consciously open format that encourages the direct exchange with the speakers.

With its international brand family, Anuga is positioning itself as a leading network of a globally connected food and beverage industry. Europe is coming more and more under focus with the locations Cologne, Milan and Madrid - with a clear emphasis on quality, innovation and sustainable growth.

The complete portfolio of the Anuga brand family can be found at: [Anuga worldwide](#)  
| [Anuga](#)

### **#weareAnuga expands: International networking in 2025 as well**

The hashtag #weareAnuga, was already established in 2023 to make the international networking among the food industry at Anuga visible and to promote the exchange between exhibitors, trade visitors and partners via the social media. It has quickly developed into a key means of communication that reflects the diversity, innovative strength and global reach of Anuga. The leading global trade fair went viral across the social media in 2023 and achieved 2.5 million hits over the entire duration of the trade fair. #weareAnuga will be used again for the next edition of Anuga, from 4 to 8 October 2025, to connect the international community and keep an eye on the current trends and developments.

**Koelnmesse - worldwide trade fairs for the food industry and food production:**  
Koelnmesse is an international leader in organizing global trade fairs for the food

and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM, and ProSweets Cologne, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production. 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 15.09. - 17.09.2025

Anuga - The leading trade fair for the global food industry, Cologne 04.10. - 08.10.2025

LogiMAT & LogiFOOD Southeast Asia - The Premier Trade Show for Intralogistics, Process Management and Cold Chain Solutions, Bangkok 15.10. - 17.10.2025

**Note for editorial offices:**

Anuga photos are available on the Internet at <https://www.anuga.com/press/multimedia/image-database/>.

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