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Korea is the partner country of Anuga 2025

Worldwide boom of Korean specialities +++ Tradition meets modern food trends +++ Korea's export successes in figures +++ Anuga 2025 as a platform for Korea's forward-looking food concepts

Anuga, the largest international trading and marketplace of the global food and beverage industry, has announced that Korea is the official partner country of the event in 2025. The event partner is the Korean Food Industry Association (KFIA). With a constantly growing export strategy, Korea is a key player on the global food market. The Korean food and beverage industry has progressed into one of the most innovative and growth-intensive industries worldwide over the past years. As the sixth largest exporter, the country is increasingly positioning itself as a global trendsetter for sustainable, health-conscious and technologically advanced food products. The increasing international demand for "K-Food" demonstrates how much significance Korean food is gaining worldwide.

"The partnership as the official partner country of Anuga 2025, is a fantastic opportunity to further reinforce the global status of K-Food. We will do our best to highlight the innovation and uniqueness of the Korean food industry in the country pavilion and support the participating companies in achieving tangible success on the international market," emphasised Lee Hyo Yul, Chairman of the Korea Food Industry Association.

"With Korea as the partner country of Anuga 2025, we are placing a special focus on a country that unites tradition and modern aspects in a unique way. Korea is well-known for pioneering development in the food tech, sustainability and plant alternative sections. The worldwide demand for K-Food is growing rapidly and Korean companies are actively co-shaping the future of the industry," stated Bastian Mingers, Vice President Trade Fair Management, Food & Food Technology at Koelnmesse GmbH.

K-Food as a global trendsetter

Korean food stands for a unique combination between tradition, health and modern lifestyle. Fermented products such as kimchi or jangryu (like doenjang, gochujang, soy sauce) not only convince because of their intensive taste, but also offer health benefits. Classics such as bibimbap or namul promote a balanced diet and are a perfect fit for the worldwide vegan and wellness trend.

At the same time the K-Wave trend is driving the global demand for K-Food. Instant noodles, Korean-style ramen or dumplings are in high demand around the world thanks to the social media. The market for convenience and home meal replacement products, which match the modern lifestyle ideally, is above all booming in the USA.



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Innovation and sustainability in the food industry

Korea combines culinary tradition with innovative concepts for a sustainable future. Plant alternatives like tofu, soy milk noodles or vegan tuna are setting new accents in the industry. Advanced production methods, upcycling and climate-resistant food like "green leaf kimchi" underline the commitment towards a resource-saving food production. Beyond this, modern fermentation technologies, sustainable production methods and the innovative leadership of Korea in the food tech section underline the pioneering role of the country in the global food industry.

Export potential and economic significance

The Korean food and beverage industry is a key player on the global export market. With an overall goods export of US Dollars 684 billion in the year 2022 and a forecasted US Dollar 683.8 billion for 2024, the country ranks sixth among the world's largest export nations. Due to its strategic alignment on international markets and continual innovations, Korea is increasingly establishing itself as an important player on the global trade market.

Korea at Anuga 2025

As the partner country of Anuga 2025, Korea will show a strong presence. The visitors can discover a host of innovative and sustainable products that will shape the future of the international food industry. With its innovative, sustainable and export-oriented food strategy, Korea is setting new benchmarks at Anuga 2025. Inspiring insights into the future of global food await the trade visitors and international partners.

Further information on the partner country Korea and the current trends and market developments are available online: <https://www.anuga.com/partner-country/>

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:

Anuga Select Brazil - The Energy of Brazil, the Power of the Global Market, São Paulo
08.04. - 10.04.2025

Anuga Select Japan - WHERE TRADE AND TRENDS ARISE, Tokyo 15.04. - 17.04.2025

ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokyo 15.04. - 17.04.2025

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