

No. 7 / July 2025, Cologne
#weareanuga #sustainablegrowth

Sustainable food ideas under the spotlight: Anuga strengthens its innovative image through collaboration with Ecotrophelia Europe

Young food talents with visionary product ideas at Anuga +++ Cooperation specifically promotes young talents and skilled workers +++ Competition unites science, industry and entrepreneurship +++ Award ceremony on the Trend Zone on Boulevard North

Anuga, the biggest global trade fair for food and beverages, is underlining its claim to be the industry's innovation platform once again this year: With its renewed collaboration with Ecotrophelia Europe, the most important European competition for sustainable food innovation, Anuga is creating a stage for visionary product ideas, young talents and forward-looking entrepreneurship. In the scope of Anuga 2025, which is being staged in Cologne from 4 to 8 October, the European final of Ecotrophelia will take place in the Congress Centre North on 7 and 8 October. The festive award ceremony will be held on the Trend Zone on Boulevard North.

"For us, the partnership with Ecotrophelia Europe is a strategic pacesetter for the entire food industry. Together we are creating a platform where the highest level of sustainable innovation, young entrepreneurship and industrial networking come together," emphasised Jan Philipp Hartmann, Director Anuga.

Anuga is consciously setting a signal with its cooperation with Ecotrophelia Europa: for the promotion of young talents, for sustainable added value - and for the future of the food industry.

"We are delighted to be back at ANUGA for the 2025 competition. Our collaboration with Koelnmesse provides the foundation to our efforts to bring our competitors together, and to give them the opportunity to experience how the food industry innovates in a rapidly changing world. We value the support and creativity of the ANUGA team so that we can showcase our emerging talent in action." Maarten van der Kamp, President of Ecotrophelia Europe.

Ecotrophelia Europe - melting pot for sustainable food concepts

Ecotrophelia Europe is considered to be the "Champions League" of food innovation and has been shaping the European innovation discourse in the food industry for over 25 years. Every participating country organises a national preliminary round where the most innovative concepts for sustainable food products are selected - developed by student teams comprising of between 2 and 10 members. The respective winning teams subsequently compete against each other in the European



Anuga
04.10. - 08.10.2025
www.anuga.com

Your contact:
Jana Hohlfinger
Tel.
+49 221 821-3468
e-mail
J.Hohlfinger@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
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

final, which is staged during Anuga. The national rounds are coordinated by the respective food associations.

Page
2/3

The competition is organised by EEIG (European Economical Interest Grouping) Ecotrophelia Europe, an alliance between seven national food associations and the European industry organisations, FoodDrinkEurope and EIT Food.

Promotion of innovation and cooperation throughout Europe

The aim of the competition is to establish a European-wide innovation ecosystem and transform sustainable product ideas from colleges and universities into marketable concepts long-term. The participants benefit from the direct contact with the industry, investors and project partners.

For the first time, Korea – a non-European country – will participate in the Ecotrophelia Europe competition, a particularly fitting expansion as Korea is also the official partner country of Anuga this year. This inaugural participation marks a significant step in increasing the competition's international visibility and underscores the global relevance of sustainable food innovation. The organizers are especially pleased to welcome a Korean student team of four members this year, competing with their innovative product, "To-flex." The connection between Korea as Anuga's partner country and as the first non-European participant in the Ecotrophelia Europe competition is a strong symbol of growing global networking and the increasing importance of forward-looking food concepts.

Staging the European final at Anuga is a further milestone in the development of Ecotrophelia Europe and at the same time an enrichment for Anuga itself: It brings fresh ideas, new target groups and valuable impulses to Cologne for the entire food industry.

More information at [ECOTROPHELIA EUROP | Anuga](#)

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 India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 20.08. - 22.08.2025

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

Page
3/3

Note for editorial offices:

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

Press information is available at: <https://www.anuga.com/press/press-releases/press-releases-of-anuga/>.

If you reprint this document, please send us a sample copy.

Anuga in the Social Web:

<https://www.facebook.com/anugacologne>

<https://www.instagram.com/anugacologne/>

<https://www.linkedin.com/company/anugashowcase>

Your contact:

Jana Hohlfinger
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel.: +49 221 821 3468
E-Mail: j.hohlfinger@koelnmesse.de
www.koelnmesse.com