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Anuga and dti strengthen their partnership for the frozen food industry of the future

**Long-standing partnership with dti is being strategically expanded
+++ Joining forces for quality, innovation, sustainability and growth
+++ Anuga Frozen Food extends its leading role on the global frozen food market**

Following the highly successful 2025 edition of Anuga - the biggest Anuga of all time - the leading F&B trade fair and the German Frozen Food Institute (dti) are stepping up their long-standing cooperation. Both partners are thus confirming their shared goal of further developing Anuga Frozen Food as the leading global platform for the frozen food industry and positioning the category frozen food as a central pillar of a sustainable global food system.

Since the invention of industrial shock freezing over 100 years ago, frozen products have stood for quality, innovation, freshness and security of supply. Anuga played a decisive role in this development: It significantly influenced and promoted the market development of the frozen food industry in Germany. In 1955, the first frozen products for the German retail trade were presented at Anuga in Cologne. Today, 70 years later, the Anuga Frozen Food trade show is the industry's international meeting point - a driving force for innovations and a showcase for a modern, sustainable food industry.

Anuga Frozen Food 2025 impressively underlined this significance in 2025: With over 650 exhibitors the trade fair achieved record participation, with 93 percent of the companies coming from abroad. At the same time, comprising formats like the "2nd International Frozen Food Conference", the "Tiefkühl Star" Award and the "Frozen! dti Innovation Award", it once again offered a first-class programme focusing on the current innovations of the frozen food industry.

Long-standing partnership with global reach

dti has been the partner of Anuga Frozen Food - the biggest and most important trade fair for frozen products worldwide - since 2013. Over the years, this has evolved into a trusting, constructive and inspiring partnership that extends far beyond Germany and the duration of the trade fair.

With strong communications, a top-class and internationally star-studded event programme and a well-attended exhibition stand as a point of contact for all frozen food trade visitors, dti decisively contributes to the appeal of Anuga Frozen Food. Through international networks like the International Frozen Food Network (IFFN) and the cooperation with the Global Cold Chain Alliance (GCCA), dti also strengthens the industry's global networking and turns Anuga into the global hub of the frozen



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food sector.

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Shared goals for the future

The intensified partnership aims to

- further establish **Anuga Frozen Food** as the leading international trade fair for the global frozen food sector,
- underline the **relevance and potential of frozen food** as a future category in the global food business
- and create **added value** for exhibitors and visitors to increase the trade fair's appeal long-term.

In the future, dti and Anuga will cooperate even more closely on the organisation and execution of Anuga Frozen Food - from the ongoing industry communication and establishment of a high-quality event programme, through to the conceptual further development of the trade fair.

Statements regarding the partnership

Oliver Frese, Chief Operating Officer of Koelnmesse GmbH:

"The long-standing cooperation with dti is a key success factor for Anuga Frozen Food. Together we shape the future of the frozen food industry - with innovative strength, sustainability and international appeal. By intensifying our partnership, we are sending out a strong signal to the industry: We are pooling our expertise to further develop Anuga Frozen Food as the leading global platform and underlining the significance of frozen products for sustainable food worldwide.

Dr. Sabine Eichner, CEO of dti:

"When it comes down to innovative food solutions and global food security, frozen food is an indispensable solution. In a world where the climate, geopolitical situation and raw material prices can change overnight and where plannability and cost certainty are rare assets, frozen products support private households, professional food service companies and entire supply chains with many benefits: Frozen products offer freshness, quality and convenience all at once and together with their sustainable benefits they are a true power pack for modern food. Frozen food is a global future category and our aim is to communicate this even more strongly at and with Anuga Frozen Food."

Simon Morris, Chairman of dti and Chief Operating Officer of Salomon FoodWorld:

"Anuga is not only an international marketplace and showcase, but also a lifeline for our companies and the global food industry. Our industry cannot survive without exports, international contacts or markets. Particularly in times of growing uncertainty, Anuga offers us the platform to tap into new markets, diversify partnerships and secure the competitiveness in Germany. dti and Anuga Frozen Food are bringing the global frozen food industry closer together, which will in turn strengthen our supply chains long-term.

About dti

The German Frozen Food Institute (dti) is the lobby and communication platform for the frozen food industry in Germany. As the leading association, it represents over

150 predominantly medium-sized companies from all parts of the frozen food chain, from the industry and logistics to the trade. dti has been a partner of Anuga Frozen Food since 2013 - one of the ten trade shows under the umbrella of Anuga and the world's largest trade fair for frozen food. With a top-class and internationally renowned event programme including the International Frozen Food Conference and the Frozen! dti Innovation Award, dti decisively contributes towards the appeal of Anuga Frozen Food. dti actively asserts itself in the international frozen food network at global level promoting networking within the frozen food industry.

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 and ISM Ingredients - The world's largest trade fair for confectionery, snacks, and their ingredients., Cologne 01.02. - 04.02.2026
ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 01.02. - 04.02.2026
THAIFEX - HOREC Asia - Southeast Asia's leading Hospitality & Food Service Trade Show, Bangkok 11.03. - 13.03.2026

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