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#anugafoodtec

## Anuga FoodTec 2021: The top themes automation and digitalisation



Anuga Food Tec  
23.03. - 26.03.2021  
[www.anugafoodtec.com](http://www.anugafoodtec.com)

The complexity is increasing within the food and beverage industry. The demands placed on the companies are correspondingly high. So, it is more important than ever to find innovative packing and sustainability solutions for a cost-saving, highly-frequented production while at the same time meeting the consumer's increased expectations in terms of variety. Automation and digitalisation are here just two interlinked technologies that make a significant contribution across the entire value chain. As the leading international supplier trade fair of the food and beverage industry, with its two new segments 'Digitalisation' and 'Automation', Anuga FoodTec 2021 (23 to 26 March) is creating a compact platform for two of the industry's top themes and will demonstrate how the digital transformation can be implemented today and in the future.

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Automation is present in many places, but is by no means a fixed part of the food and beverage industry in every business. Innovative automation systems are useful hereby and in some cases applications that are necessary for increasing revenue, improving productivity, minimising safety risks, optimising resource management or minimising error rates or improving the capacity of machines and systems. At Anuga FoodTec 2021 many 'Automation' ideas and solutions will be covered in a breadth and depth that is hitherto unknown.

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Thanks to the digitalisation, automated processes can be linked with each other. Accordingly, a multitude of companies, which supply the so-called OEMS, original equipment manufacturers with digitalisation and automation solutions, will be exhibiting in the 'Digitalisation' product segment. Blockchain, big data, Cloud services, Industry 4.0, RFID, cyber security, M2M communication, artificial intelligence, VR/AR, 'digital twins' are just a few of the many examples that will be shown in action at Anuga FoodTec. Safety and legal challenges that go hand in hand with an increased digitalisation are also themes that will be dealt with at Anuga FoodTec 2021. Hence, the visitors will be offered an extensive offer of complete solutions as well as modular and cross-process elements from the digitalisation and automation section of the food and beverage industry and thus also a comprehensive insight into how the digital transformation can be realised in concrete terms, how processes can be interlinked even further, but also which challenges it involves and how these can be solved.

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In accordance with the high relevance of the topics within the industry, the event programme of Anuga FoodTec 2021 also addresses themes that go hand in hand with

digitalisation and automation. Among others, lectures on "Digital Factory", "SmartTec 4Food" and "Integrating existing machines" are planned (subject to changes).

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The next Anuga FoodTec will take place from 23 to 26 March 2021 in Cologne.

#### **Koelnmesse - Global Competence in Food and FoodTec:**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

#### **The next events:**

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 31.01. - 03.02.2021

ISM - The world's largest trade fair for sweets and snacks, Cologne 31.01. - 03.02.2021

#### **Note for editorial offices:**

Anuga Food Tec photos are available in our image database on the Internet at [www.anugafoodtec.com](http://www.anugafoodtec.com) in the "News" section.

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