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#anugafoodtec

Top theme of Anuga FoodTec 2024: Responsibility

The suppliers of the food and beverage industries are strongly committed to environmental themes and the preservation of resources and will demonstrate this at Anuga FoodTec in Cologne

The focus is on solutions, innovations and visions for the future

Responsibility - this is the top theme of Anuga FoodTec 2024. Koelnmesse as organiser, together with the DLG German Agriculture Society as the technical and industry sponsor and the advisory board of Anuga FoodTec have decided this jointly. Responsibility sends a clear signal for the entire food and beverage industries: the supplier industry and its leading international trade fair are addressing current and future challenges and are committed to accepting their responsibility as part of the entire production, packaging and logistics process. The overarching theme will be emphasised across all areas of the trade fair, adopted by the exhibitors and reflected in the congress and event programme.

"Responsibility" is a central concern for the globally active supplier industry. This is because the supplier industry for the food and beverage producers has become interested in continually monitoring all processes of the value creation chain for performance, cost structures and use of resources not only since energy costs have increased significantly. Reducing costs is of course a powerful motivator for companies, but the factor of compatibility with the environment and climate goals plays a considerable role in an industry that is not oriented to short-term successes, but instead acts holistically and sustainably. Responsibility therefore also means that the manufacturers of food products and beverages work together with their suppliers on concepts and strategies for the responsible use of resources. The focus is also on sustainable sourcing in the food supply chain. These central impulses for innovations, ideas and solutions revolving around the processing, production, packaging and transport of food and beverages are "Responsibility".

"The food and beverage industries are system-relevant in many respects", says Matthias Schlüter, Director of Anuga FoodTec. "They are thereby dependent upon the power of innovation of the suppliers, and themselves repeatedly call for solutions and new ideas for adapting their products and processes to present requirements. The supplier industry also sets the highest goals for itself in order to meet its responsibility", Schlüter continues. "Anuga FoodTec will demonstrate this, discuss it and develop it further together with all participants."

The dates have been set: Anuga FoodTec, the international supplier fair for the food and beverage industries, will take place in Cologne from 19 to 22 March 2024. There



Anuga FoodTec
19.03. - 22.03.2024
www.anugafoodtec.com

Your contact:
Christine Hackmann
Tel.
+49 221 821-2288
e-mail
c.hackmann@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:
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Henriette Reker

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is already a great demand on the part of exhibitors. Interested companies can still profit from more affordable conditions for participation until 28.02.2023. For many companies, participation in the leading international trade fair Anuga FoodTec is in any case a fixed element of their marketing strategy and is therefore already planned for in the long term.

The trade fair will be complemented by an ambitious congress and event programme that reflects the main concerns of the industry, presents and discusses innovations and offers many opportunities for networking.

Anuga FoodTec is unique with its approach across processes and industries. It covers all aspects of the production of food and beverage production - from process technology, as well as filling and packaging technology through food safety and packaging to digitalisation and intralogistics. Environmental technology and energy will be integrated into the trade fair as a new exhibition area.

Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

The next events:

ProSweets Cologne 2023-Special Edition - The international supplier fair for the sweets and snacks industry, Cologne 23.04. - 25.04.2023

ANUTECH - International FoodTec India - India's largest international supplier fair for the food and drink technology, Mumbai 07.09. - 09.09.2023

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 24.10. - 27.10.2023

Note for editorial offices:

Anuga Food Tec photos are available in our image database on the Internet at www.anugafoodtec.com in the "News" section.

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Your contact:

Christine Hackmann
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2288
c.hackmann@koelnmesse.de
www.koelnmesse.com