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#anugafoodtec

## Premiere of the Pet Food Zone at Anuga FoodTec 2024

### New presentation platform for the pet food industry

Anuga FoodTec - the International Suppliers Fair for the Food and Beverage Industry, is expanding its exhibition space to include a special section for the pet food industry. The Pet Food Zone is celebrating its debut at the next Anuga FoodTec, which is being staged in Cologne from 19.-22.03.2024. It serves as an ideal presentation platform for all suppliers from this spectrum of offers of the trade fair and places the focus on innovative ideas and products.

In this way, the trade fair is reacting to the high demand from the industry: The market for pet food is experiencing continual growth and recently recorded an annual growth rate of over three percent. With a turnover of around 30 billion Euros in the year 2022 in Europe alone this was reason enough to offer the pet food market an area of its own. "Many of the Anuga FoodTec exhibitors already offer a wide selection of solutions for the food industry that can be equally implemented for the pet food industry. On installing the Pet Food Zone we are creating a central information hub that enables the visitors to inform themselves in a fast and simple process about the solutions offered for their sector," said Matthias Schlüter, Director of Anuga FoodTec.

#### Under focus: Innovative technologies

The requirements for the production, quality, packaging, storage and transport of pet food are demanding and are on a par with the high standards of the food and beverage industry. The manufacturers of pet food are thus increasingly interested in innovative technologies that make their production even more competitive and cost-effective. Anuga FoodTec already attracted over 3,000 decision-makers from the pet food industry in the year 2022.

Both established and aspiring companies have the opportunity to present their products and services at Anuga FoodTec 2024: From novel pet foods through to innovative technologies and sustainable concepts such as environmentally-friendly packaging solutions.

Organised by Koelnmesse, Anuga FoodTec is placing the emphasis on the key theme Responsibility. The professional and industry sponsor is the DLG, the German Agricultural Society.

#### New exclusive media partner

The trade magazine PetFood PRO is the new and exclusive media partner of the Pet Food Zone.

The English-language magazine belongs to the publishing house, Dr. Harnish Verlag, which, launched in 1919, is the international magazine for executives and specialists



Anuga FoodTec  
19.03. - 22.03.2024  
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of the pet food industry. "The cooperation with PetFood PRO and the Dr. Harnish publishing house as a long-standing and reliable partner of both the food and beverage industry underlines the new relevance of the pet food industry at Anuga FoodTec," is how Matthias Schlüter, Director of Anuga FoodTec, explained the cooperation.

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Benno Keller, publisher and President of the publishing house also emphasised the importance: "We have known Anuga FoodTec since its inception and are delighted to be part of the further development of the trade fair. Almost every family has a pet and the quality of its food is becoming increasingly important. The exhibitors of Anuga FoodTec play an essential role here."

**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:**

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

Andina Pack - International Processing and Packaging Exhibition for the Food, Pharma and Cosmetic Industry, Bogotá 27.11. - 30.11.2023

**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.

Press information is available at: [www.anugafoodtec.com/pressinformation](http://www.anugafoodtec.com/pressinformation)

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