

No. 2 / January 2025, Cologne  
#anugafoodtec

## Roland Thiemann is the new Director of Anuga FoodTec

**Experience in the beverage industry and sustainable solutions +++  
New impulses for successful continuing development +++ Global  
expertise for innovative solutions**

Anuga FoodTec, the world's leading supplier trade fair for the food and beverage industries, welcomes Roland Thiemann as its new Director. He succeeds Matthias Schlüter, who will leave the company at the end of 2024 in accordance with his own wishes after 24 years with Koelnmesse, including 14 of them as Director of Anuga FoodTec.

Roland Thiemann has extensive experience in the international food and beverage industries. He most recently supported companies in Australia and Germany as an independent consultant in the development of innovation and brand strategies, new products and sustainable packaging solutions. His expertise in go-to-market strategies and successful market launches of new products qualifies him ideally for the strategic continuing development of Anuga FoodTec.

During his activity with Modus Brewing, a leading independent brewery in Australia, the 47-year-old established many pioneering products, including new process innovations in the field of non-alcoholic beer and a beer creation developed by artificial intelligence. With his combination of technological know-how and strategic branding, he will guide Anuga FoodTec in an innovative and forward-thinking direction.

"With its international charisma and its focus on trend-setting themes, Anuga FoodTec is a key participant in the food and beverage industries. I very much look forward to further reinforcing this role and providing new impulses for the industry", says Roland Thiemann, Director of Anuga FoodTec.

"Our very special thanks go out to Matthias Schlüter. His foresighted leadership of many years has made Anuga FoodTec one of the most important platforms of the industry. We wish him all the best for his subsequent life path. At the same time, we look forward with great optimism: Anuga FoodTec is now a leading global trade fair that offers pioneering solutions along the entire value creation chain. In 2024, the focus under the key theme of Responsibility was on sustainable concepts, alternative protein sources, energy efficiency, digitalisation and artificial intelligence. With Roland Thiemann as the new Director, the trade fair will continue to explore these themes in greater depth and consistently expand its role as an indispensable platform for innovation and networking", Oliver Frese, Chief Operating Officer of Koelnmesse, emphasises.



Anuga FoodTec  
23.02. - 26.03.2027  
<https://www.anugafoodtec.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](http://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

The next Anuga FoodTec will take place from 23 to 26 February 2027.

**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 - The international supplier fair for the sweets and snacks industry, Cologne 02.02. - 05.02.2025

India International Livestock Expo , Mumbai 16.04. - 18.04.2025

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 20.08. - 22.08.2025

**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 "Press" section.

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

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

**Anuga FoodTec bei LinkedIn:**

<https://www.linkedin.com/company/anuga-food-tec/>

**Anuga FoodTec bei Facebook:**

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

**Your contact:**

Jana Hohlfinger

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

[j.hohlfinger@koelnmesse.de](mailto:j.hohlfinger@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)