

No. 3 / September 2023, Cologne
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Anuga HORIZON at Anuga 2023

The Anuga HORIZON Conference provides insights into the transformation of food

This year's Anuga is being enhanced by Anuga HORIZON for the first time: This new event format is being staged in October 2023 parallel to the leading global trade fair, Anuga, under the motto "Discovering New Frontiers: Anuga HORIZON - Cultivating Change in Food Innovation". Alongside the first-class "Anuga HORIZON Conference" and lectures on the Anuga Trend Zone, innovative start-ups are also represented on the Anuga HORIZON exhibition space. Beyond this, in the scope of an interactive format called "Meet up", there is the chance for experts from the food section, industry and field of science to engage in an exchange and network. The focus lies on shaping the future of food production, processing, distribution and consumption. In an interdisciplinary exchange, the specialised event held during Anuga, examines the challenges of the industry and lays the foundation for a more sustainable and more dynamic food ecosystem.

The Anuga HORIZON Conference: Inspire The Future

The Anuga HORIZON Conference, which is being held in the Congress Centre North at Koelnmesse on 9 and 10 October 2023 during Anuga forms an integral part of Anuga HORIZON. Experts, decision-makers and innovators from all over the globe, who are committed to shaping a sustainable and future-oriented food and beverage industry, will get together at the conference. The conference offers a unique forum for discussing the industry's current challenges and identifying their solutions in the scope of lectures and panel discussions.

The programme of the Anuga HORIZON Conference picks up on the future themes of the food industry and places the centre of attention on innovative technologies, food trends and solutions. The lectures give insights into the latest innovations of the food industry: Among other things, one will demonstrate how decisive data and artificial intelligence are for the sustainability of the food system and how AI-controlled food assistants can revolutionise nutritional behaviour. Best practice examples of artificial intelligence and blockchains will be presented as well as solutions and strategies for the reduction of the impact food production has on the environment, for the reduction of food waste and for the promotion of sustainable supply chains. In addition, the current stage of development of cell-based meat and fish cultures as well as combating malnutrition using innovative concepts are further topics that will be addressed. The conference also gives an overview of the changing consumer preferences and of how global players from the industry can lead the way in the transition over to a new food industry.



Anuga HORIZON
07.10. - 11.10.2023
www.anuga-horizon.com

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The event programme of Anuga and Anuga HORIZON at a glance: <https://www.anuga.com/events/programme/>

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An additional ticket is necessary to visit the Anuga HORIZON Conference. This is available from the [ticket shop](#) for the price of €179.

The Anuga HORIZON Exhibition: Showcase the Future

The conference is enhanced by the exhibition section on the North Boulevard of the Cologne fair grounds. Here start-ups will present a selection of innovative products, technologies and services focusing on the transformation of the global food issue. The Anuga HORIZON Exhibition is the trend barometer for the food and beverage industry. The exhibition promotes intensive networking and offers manufacturers and buyers an international platform where they can establish valuable business relations and tap into new markets.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. 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 technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further Information: <https://www.anuga-horizon.com/the-event/industry-trade-fairs/>

The next events:

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

Note for editorial offices:

Press information is available at: <https://www.anuga-horizon.com/pressinformation>
If you reprint this document, please send us a sample copy.

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