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## Anuga Select to debut in Tokyo in 2024

### Koelnmesse continues to expand its food sector business in Japan

Starting in 2024, Koelnmesse will be adding another trade fair to its portfolio in Japan. In addition to existing trade fairs including ISM Japan, Anuga Select will expand Koelnmesse's food and foodtec field of expertise. It will also serve to tap into the important food market in Japan and thus further expand Koelnmesse's network of food and foodtec trade fairs. This offers customers a new point of access to the sector in the Asia-Pacific region.

Koelnmesse President and Chief Executive Officer, Gerald Böse, announced the debut of Anuga Select at a press conference in Tokyo on 17 October 2022: "Our business in Japan has always been an important cornerstone of our foreign portfolio. In addition to ISM Japan and our focus on the gourmet segment, we are very pleased to be making a further contribution to our customers in the food sector in Japan with Anuga Select."

Like ISM Japan, the premiere of which has been announced for 2023, Anuga Select is based on the recently initiated strategic partnership between Koelnmesse and the trade publishing house Japan Food Journal, which already organises several trade fairs in the food sector in Japan, including Fabex in Tokyo.

Japanese food fairs are widely seen as trendsetters and serve as the sector's first port of call worldwide for access to the entire Asian market. The Asia-Pacific economic region promises strong growth with a compound annual growth rate (CAGR) of 6.2% during the forecast period from 2020 to 2025. Moreover, Japan is the third largest economic market after the U.S. and China, with a unique, highly sophisticated food and beverage culture.

#### **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.

Your contact:

Guido Gudat

Tel.

+49 221 821-2494

Fax

+49 221 821-2460

e-mail

[g.gudat@koelnmesse.de](mailto:g.gudat@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

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.

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Further information:

<https://www.anuga.com/trade-fair/anuga/industry-sectors>

**About Koelnmesse:**

Koelnmesse employs around 1000 people. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m<sup>2</sup> of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,500 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. Until 2034, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>

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