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Koelnmesse makes its debut on the African continent with Anuga Select South Africa

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- **The Africa Food Show in Cape Town will become Anuga Select South Africa, joining Koelnmesse's global Anuga network**
- **Koelnmesse establishes its first business platform on the African continent**
- **South Africa and the wider African continent are gaining importance as high-growth markets within the global food industry**
- **Anuga Select South Africa will serve as an international launchpad for producers, innovators and SMEs**
- **Project partners Koelnmesse and dmg events combine global trade fair expertise with strong regional market knowledge**

Koelnmesse is continuing its international growth strategy and is bringing Anuga Select South Africa to the African continent for the first time. The inaugural edition of Anuga Select South Africa will take place in Cape Town from 22 to 24 June 2027. Hosted at the Cape Town International Convention Centre (CTICC), the event evolves from the established Africa Food Show (formerly Africa Big 7) and will be organised jointly with dmg events. Through this partnership, Koelnmesse expands its global Anuga network with a strategically important platform on the African continent - a region of growing significance for the global food and beverage industry.

“Anyone looking at Africa’s food industry today sees far more than growing consumer markets. Across many countries, strong businesses, innovative brands and new trading networks are emerging,” says Gerald Böse, CEO of Koelnmesse.

“International trade fair platforms create visibility and open doors to a global range of customers and partners, particularly for SMEs. With Anuga Select South Africa, we are bringing one of our most trusted brands into this dynamic environment and, together with dmg events, creating a platform that connects African and international market players.”

According to the African Development Bank (AfDB), Africa’s food and agriculture market could reach a value of around US\$1 trillion by 2030. Key growth drivers include increasing urbanisation, a young and expanding population, and rising consumer demand. Against this backdrop, Anuga Select South Africa will bring together international suppliers, regional manufacturers, distributors, buyers and decision-makers from foodservice, hospitality and retail. Over three days, the event will provide a platform for business development, networking and knowledge exchange across the entire food and beverage value chain.

For local SMEs, producers and innovators, the event will offer a showcase to an

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international trade audience on their doorstep and a gateway to global markets. Anuga Select South Africa will be co-located with Hotel & Hospitality Expo Africa in Cape Town. The combination of both events will broaden the platform's reach and bring together stakeholders from the food, hospitality, hotel and catering sectors in a single location.

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The launch follows this year's record-breaking Africa Food Show, which saw more than 14,000 visitors and welcomed exhibitors from 36 countries, including 11 national Pavilions representing countries such as China, Germany, Brazil, Poland and Indonesia. The event's continued growth and increasing international participation highlighted the demand for a larger platform capable of connecting global suppliers with Africa's rapidly expanding food and beverage market.

"Anuga Select South Africa represents an exciting new chapter for the African food and beverage industry," says Matt Denton, President of dmg events. "By transforming the established market presence of Africa Food Show into the global recognition and expertise of the Anuga brand, we are creating a powerful platform that supports international trade, regional partnerships and long-term industry growth across Africa. The event is designed to deliver real business outcomes for exhibitors and visitors alike while supporting the continued evolution of Africa's food economy."

With dmg events, Koelnmesse is once again working with a trusted partner. Headquartered in Dubai, the international exhibition organiser is among the leading event companies in the high-growth markets of the Middle East, Africa and Asia. Most recently, the two organisations successfully entered important future markets through new trade fair formats in Saudi Arabia. For Anuga Select South Africa, the partnership combines Koelnmesse's international reach and industry expertise with dmg events' strong regional presence and extensive networks across the African continent.

Over recent years, the world-leading food and beverage trade fair Anuga in Cologne has evolved into a global network of regional platforms, including Anuga Select Brazil, Anuga Select India, THAIFEX - Anuga Asia in Thailand and several other international events in the confectionery, food technology and supply industries. These satellite events open up new markets and target groups, expand the international reach of the Anuga brand and serve as important gateways in key growth regions. The flagship event in Cologne benefits directly from this development by attracting new exhibitors, additional visitor flows and even stronger international networking opportunities year after year.

At the centre of this network remains Anuga in Cologne. The most recent edition in 2025 was the largest in the event's history: more than 8,000 companies from 118 countries presented their products and innovations, setting a new exhibitor record in Anuga's more than 100-year history. More than 90 per cent of exhibitors and four out of five trade visitors came from outside Germany.

The new event in South Africa forms part of Koelnmesse's consistent internationalisation strategy. In a world shaped by geopolitical tensions and

economic uncertainty, companies are looking for guidance, resilient networks and new market opportunities. This is precisely where Koelnmesse creates value. What began in the late 1990s with a single overseas event has developed into a global portfolio of more than 50 trade fairs around the world.

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As Koelnmesse's newest event location, South Africa offers ideal conditions. As one of the largest and most diversified economies on the African continent, the country is a major trade and logistics hub with strong economic links across the region and beyond. At the same time, Cape Town is regarded as one of Africa's leading centres for gastronomy, food innovation and hospitality. The country's cultural diversity is also reflected in its cuisine, which combines African, European and Asian influences. This creates an environment for Anuga Select South Africa that brings together economic relevance, culinary diversity and international connectivity.

For more information about Anuga Select South Africa, visit www.anuga-southafrica.com

Editorial photos related to this announcement are available for download here:

https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/20260615_Anuga_Select_South_Africa&cms=neu

About dmg events:

dmg events is a leading organizer of face-to-face events and publisher of information services. Our aim is to create dynamic marketplaces to connect businesses with the right communities to accelerate their growth in today's rapidly evolving landscape. With a presence in over 30 countries and organizing more than 115 events each year, dmg events is a global leader in the industry. Attracting over 650,000 attendees and delegates annually, we organize events in the construction, hospitality, interiors & design, energy, coatings, entertainment, food & beverage and transportation sectors. To better serve our customers, dmg events has offices in 10 countries, including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore and India. By being on the ground, we can better understand market needs and nurture relationships to create unforgettable experiences for our attendees. Our flagship events, including Big 5 Global, ADIPEC, Gastech, EGYPTES, The Hotel Show, INDEX and The Saudi Food Show. For more information visit www.dmgevents.com. Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmgmt.co.uk).

About Koelnmesse:

Koelnmesse employs around 1,200 people. As a city-based trade fair in the heart of Europe, it operates the third-largest trade fair grounds in Germany and, with almost 400,000 square metres of hall and outdoor space, ranks among the ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in key markets all over the globe. Its portfolio reaches over 49,000 exhibiting companies from 129 countries and around 2.5 million visitors from around 200 nations. Until 2040,

Koelnmesse is investing more than one billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, enabling it to accommodate all future event formats. In 2024, Koelnmesse celebrated its 100th anniversary - a century of bringing people and markets together worldwide.

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