

ANUGA FOODTEC

ONE FOR ALL. ALL IN ONE.

# Anuga FoodTec

23–26 February 2027  
Cologne, Germany

ANUGAFOODTEC.COM





# The leading sourcing platform of the F&B industries

## All in one place

At Anuga FoodTec, globally relevant F&B companies will find everything they need to produce, process and package their food and beverages.

## Innovation platform

With the help of numerous live demonstrations, Anuga FoodTec also offers a comprehensive overview of all processes, strategies, industry trends and innovations of the F&B industries.

## Global network

In addition to leading trade fairs on location, such as Anuga FoodTec or ProSweets Cologne, Koelnmesse is also responsible worldwide for several other specialised FoodTec trade fairs.







„Whether AI-based systems to increase efficiency, modern safety concepts or circular approaches in the area of sustainability.“

„In times of technical revolutions, Anuga FoodTec 2027 presents the necessary solutions for a future of the food industry.“

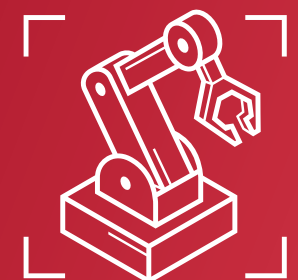
Roland Thiemann

Director Anuga FoodTec



# THE trade fair for everything.

All solutions along the entire  
value creation chain.



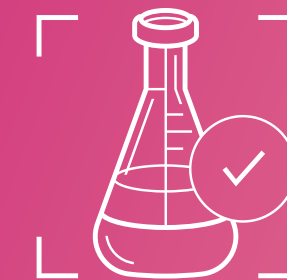
Automation



Food  
Packaging



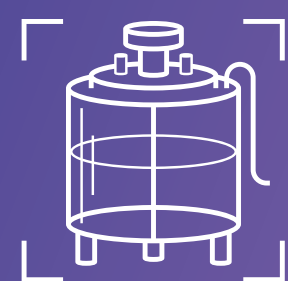
Digitalisation



Safety &  
Analytics



Intralogistics



Food  
Processing



Environment  
& Energy



Science &  
Pioneering

Pet Food

Cultivated  
Food



# Unique advantages of a unique trade fair:

→ YOUR BENEFITS AS AN EXHIBITOR

## Across industries

Anuga FoodTec offers comprehensive solutions for all segments – meat/fish, beverages, milk/dairy products, grains/grain products, fruit and vegetables and much more.

## Across processes

Here, trade buyers find FoodTec competence along the entire value creation chain: from the smallest technical refinement through to the largest machines and systems, the exhibitors offer the entire range of products available worldwide for the production, filling, packaging and storage of food and beverages.





# Unique advantages of a unique trade fair:

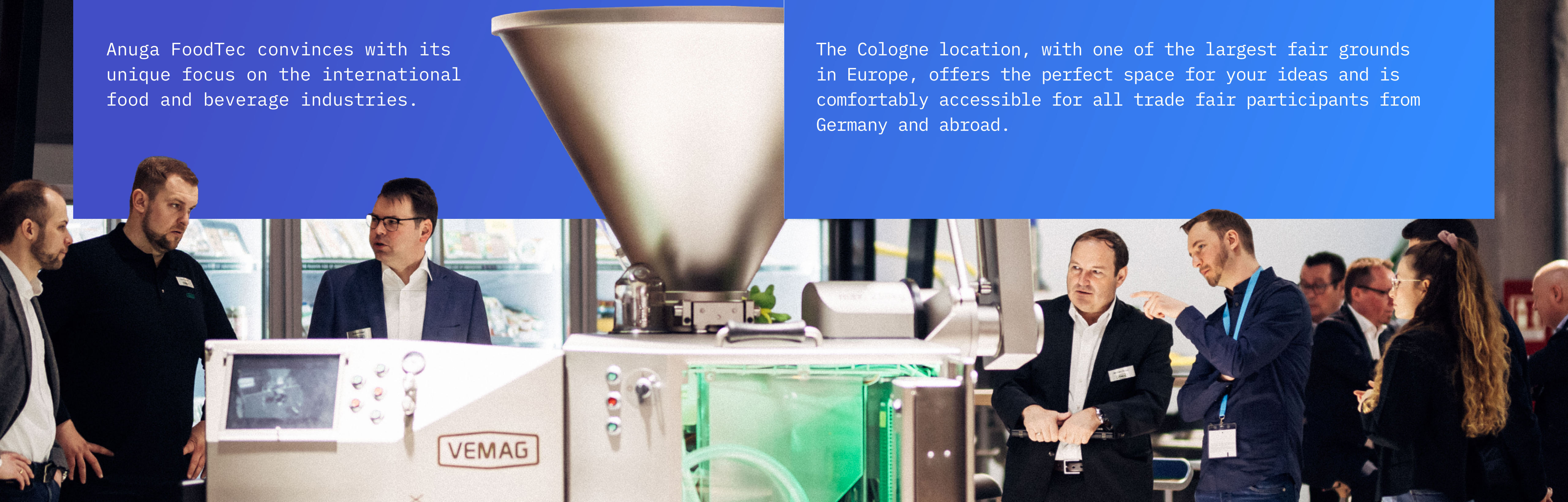
→ YOUR BENEFITS AS AN EXHIBITOR

## Focused

Anuga FoodTec convinces with its unique focus on the international food and beverage industries.

## Attractive trade fair location

The Cologne location, with one of the largest fair grounds in Europe, offers the perfect space for your ideas and is comfortably accessible for all trade fair participants from Germany and abroad.





# Our exhibitors

1,307

62% OF INTERNATIONAL  
ORIGIN

38% OF NATIONAL  
ORIGIN

## Our top countries of origin\*

\*without Germany, based on the figures of Anuga FoodTec 2024

1.

Italy

2.

Netherlands

3.

Turkey

4.

France

5.

USA

6.

China

7.

Spain

8.

Belgium

9.

Switzerland

10.

Poland



# Our visitors

38,427

62% OF INTERNATIONAL  
ORIGIN

38% OF NATIONAL  
ORIGIN

## Our top countries of origin\*

\*without Germany, based on the figures of Anuga FoodTec 2024

1.

Netherlands

2.

Italy

3.

Poland

4.

Belgium

5.

Turkey

6.

Great  
Britain

7.

Austria

8.

Switzerland

9.

Spain

10.

China





# 9 of the top 10 F&B producers worldwide attended Anuga FoodTec 2024.

DAIRIES

8 of 10



Of the top 10 dairies worldwide, 8 attended Anuga FoodTec 2024.

BEVERAGE MANUFACTURERS

5 of 10



Of the top 10 beverage manufacturers worldwide, the 5 largest attended Anuga FoodTec 2024.

MEAT INDUSTRY

10 of 10



Of the German top 10 of the meat industry, 10 came as visitors to Anuga FoodTec 2024.



\*Based on the figures of Anuga FoodTec 2024

95 % OF TRADE VISITORS RECOMMEND ANUGA FOODTEC.

88 % OF TRADE VISITORS ARE VERY SATISFIED/ SATISFIED WITH THE OVERALL PERFORMANCE OF ANUGA FOODTEC\*



# Events – comprehensive specialised programme

## Input from and for the industry

The close cooperation with trade partners and the incorporation of their expertise are important success factors of the trade fair. As a provider of impulses, Anuga FoodTec actively participates in shaping the future development of the sector.

## Guided tours

With the guided tours, exhibitors have the exclusive opportunity to impress a group of max. 20 people with their solutions in approx. 10-minute lectures.

## The highlight of the trade fair

Large production systems on site with live demonstrations of the machinery.



# Events – comprehensive specialised programme

\*Based on the figures of Anuga FoodTec 2024



Sandrine Dixon-Declève,  
Co-President of The Club of Rome

## Important speakers

The event programme, extensively featuring industry experts, provides insights into the latest technologies, scientific insights, innovative solutions and future-oriented strategies. In addition, interactive participation formats like the „Bar Camp“ or the „Open Expert Stage“ initiate dialogue between participants and speakers.

3  
stages\*

3,933  
participants\*

3.5  
days\*

104  
sessions\*

217  
speakers\*



# Events – comprehensive specialised programme

## Media-effective

Anuga FoodTec not only attracts the attention of the trade world, but also regularly meets with a broad echo in the media. The prominent speakers and the future-oriented themes discussed are enthusiastically picked up by national and international media





# Industry sponsor of Anuga FoodTec



## ✓ Strong membership

With more than 30,000 members from more than 50 countries, the DLG is one of the largest agrarian organisations worldwide.

## ✓ DLG seal of approval



The DLG is known for its strict quality testing. The DLG seal of approval is viewed as one of the most important quality seals for food products in Germany.

## ✓ Research and innovation

The DLG advances innovations in agriculture through comprehensive research projects, publications and practical experiments.



# Prices for Anuga FoodTec 2027

→ REGISTER NOW

WITHOUT STAND CONSTRUCTION

## Early bird price

As of 25.05.02 – 10.02.2026

Terrace stand	264.00 € / m²
Corner stand	286.00 € / m²
Two-corner stand	298.00 € / m²
Island stand	310.00 € / m²

## Regular price

As of 11.02.2026 – 14.01.2027

Terrace stand	281.00 € / m²
Corner stand	303.00 € / m²
Two-corner stand	315.00 € / m²
Island stand	327.00 € / m²

## Last call price

As of 15.01.2027 – 22.02.2027

Terrace stand	343.00 € / m²
Corner stand	365.00 € / m²
Two-corner stand	377.00 € / m²
Island stand	389.00 € / m²

## Other costs and fees

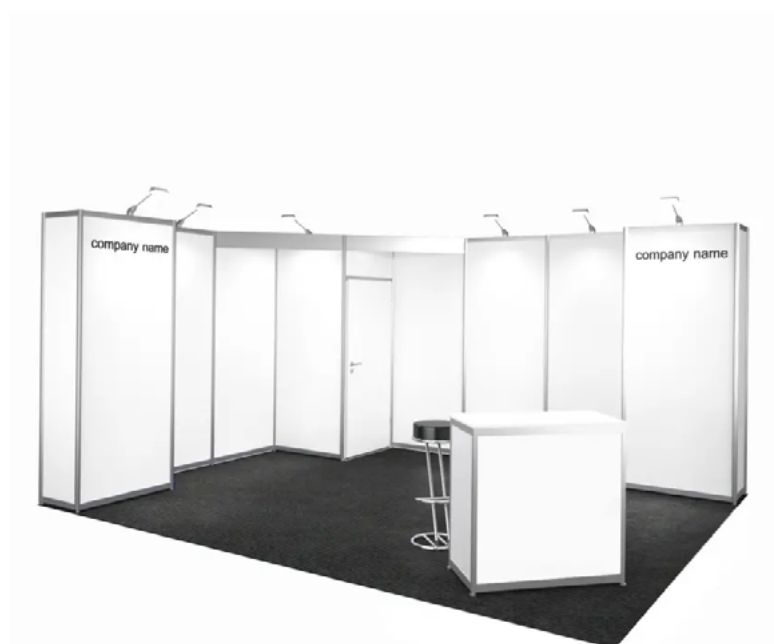
AUMA	0.60 € / m²
Co-exhibitor fee	350.00 €
Energy costs	24.50 € / m²
Marketing package	42.50 € / m²



# Stand cost prices

[→ REGISTER NOW](#)

## Complete stand Economy



442.00 €/m<sup>2</sup> plus VAT

INCL. CATALOGUE ENTRY + FREE VISITOR VOUCHER CODES

Incl. flat rate energy fee, AUMA, carpeting: anthracite, Back and up to 2 complete side walls, per 3 m<sup>2</sup> 1 LED spotlight with extension arm, company name on the side wall (max. 20 letters), booth 1m<sup>2</sup> with lockable revolving door, wardrobe rail for Octanorm, Z-shaped barstool, black, information counter Octanorm (lockable), 20 l wastebasket, 3-outlet power socket, setup and dismantling, daily stand cleaning + trash disposal, completion of the stand 24 hours prior to opening of the fair

## Complete stand Smart

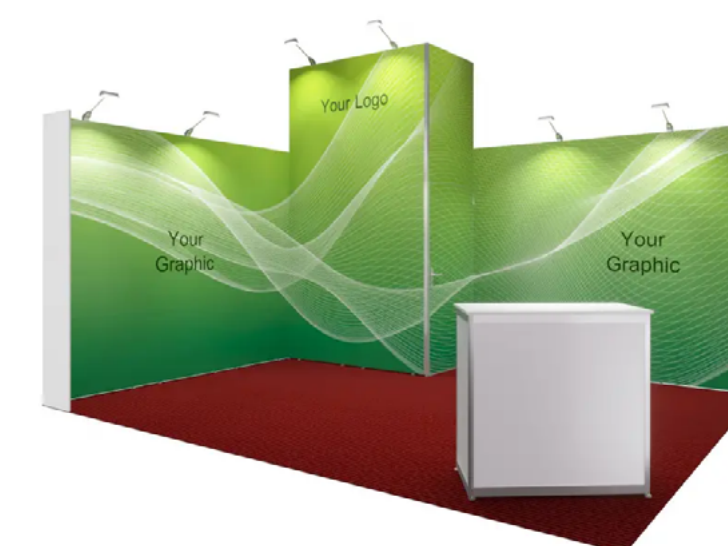


462.00 €/m<sup>2</sup> plus VAT

INCL. CATALOGUE ENTRY + FREE VISITOR VOUCHER CODES

Incl. flat rate energy fee, AUMA, carpeting: Rips, anthracite (standard), red, blue or green, back and up to 2 complete side walls, ceiling setup along open corridor sides, screen plate (200x50 cm) labeled with company name (max. 20 letters), booth 1 m<sup>2</sup> with lockable wooden door (as of 9 m<sup>2</sup>), furniture package of choice, wardrobe rail for Octanorm, 20 l wastebasket, power socket (220V), busbar spotlight 35W (1x per 3m<sup>2</sup>), setup and dismantling, daily stand cleaning + trash disposal, completion of the stand 24 hours prior to opening of the fair

## Complete stand Premium



572.00 €/m<sup>2</sup> plus VAT

INCL. CATALOGUE ENTRY + FREE VISITOR VOUCHER CODES

Incl. flat rate energy fee, AUMA, carpeting: Rips, free choice of colour, design trade fair construction system, 1 LED long arm spotlight per 3m<sup>2</sup>, full surface digital print on textile, booth 2 m<sup>2</sup> with lockable wooden door, expanded in the front to 350 cm, furniture package of choice, 20 l wastebasket, 3-outlet power socket, long arm spotlight LED 21W (1 per 3m<sup>2</sup>), setup and dismantling, daily stand cleaning + trash disposal, completion of the stand 24 hours prior to opening of the fair



# We're happy to help!

→ [ANUGAFOODTEC.COM](https://anugafoodtec.com)



## Dennis Dietrich

SALES MANAGER

Food Packaging, Automation,  
Digitalisation

+49 221 821-3708  
[d.dietrich@koelnmesse.de](mailto:d.dietrich@koelnmesse.de)



## Sandra Stroscherer

SALES MANAGER

Food Processing – Technologies for solid and  
powdered foods, Food Processing – Technologies  
for the meat and fish industry, Intralogistics,  
Ingredients, Science & Pioneering

+49 221 821-2814  
[s.stroscherer@koelnmesse.de](mailto:s.stroscherer@koelnmesse.de)

## Anastasios Sakellariou

SALES MANAGER INTERNATIONAL

Safety & Analytics Germany  
BeLux, Nordics: all product segments

+49 221 821-2354  
[s.sakellariou@koelnmesse.de](mailto:s.sakellariou@koelnmesse.de)



## Rubén Escolano

SALES MANAGER

Food Processing – Technologies for the beverage  
and dairy industry, Environment & Energy

+49 221 821-3134  
[r.escolano@koelnmesse.de](mailto:r.escolano@koelnmesse.de)





# We're happy to help!

→ [ANUGAFOODTEC.COM](https://anugafoodtec.com)

	<h2>Sarah Wirges</h2> <p>SALES OPERATIONS MANAGERIN</p> <p>Food Processing – Technologies for the meat and fish industry, Food Processing – Technologies for the beverage and dairy industry, Ingredients, Publishers</p> <p>+49 221 821-3267 <a href="mailto:s.wirges@koelnmesse.de">s.wirges@koelnmesse.de</a></p>
<h2>Angela Traßl</h2> <p>SALES OPERATIONS MANAGERIN</p> <p>Food Packaging, Automation, Digitalisation, Intralogistics, Safety &amp; Analytics, Environment and Energy, Science &amp; Pioneering</p> <p>+49 221 821-3878 <a href="mailto:a.trassl@koelnmesse.de">a.trassl@koelnmesse.de</a></p>	





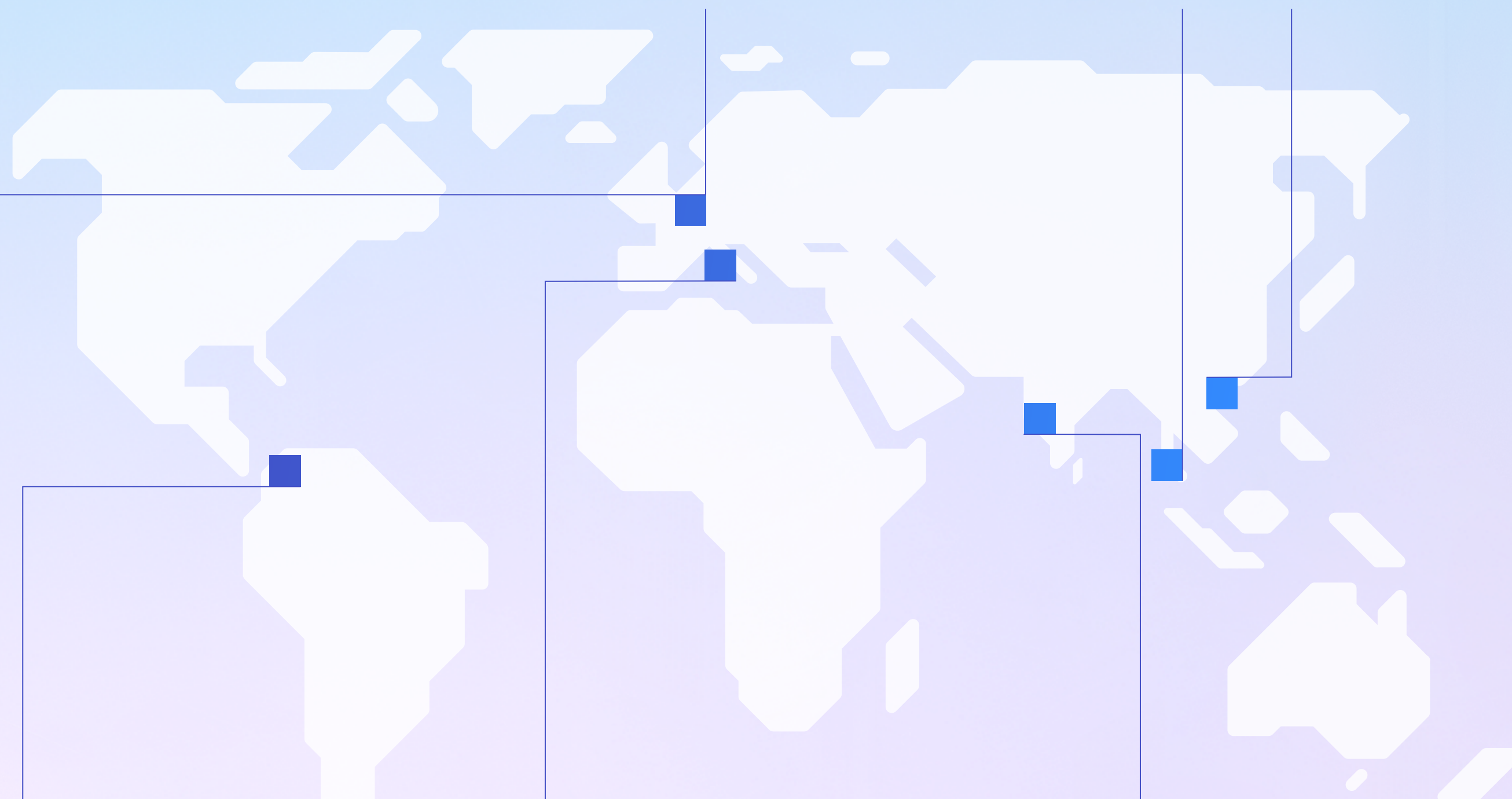
Cologne  
Germany



Bangkok  
Thailand



Shenzhen  
China



Bogotá  
Colombia



Parma  
Italy



Mumbai  
India



Delhi  
India

# The Anuga FoodTec Family

Your market access  
around the globe!

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





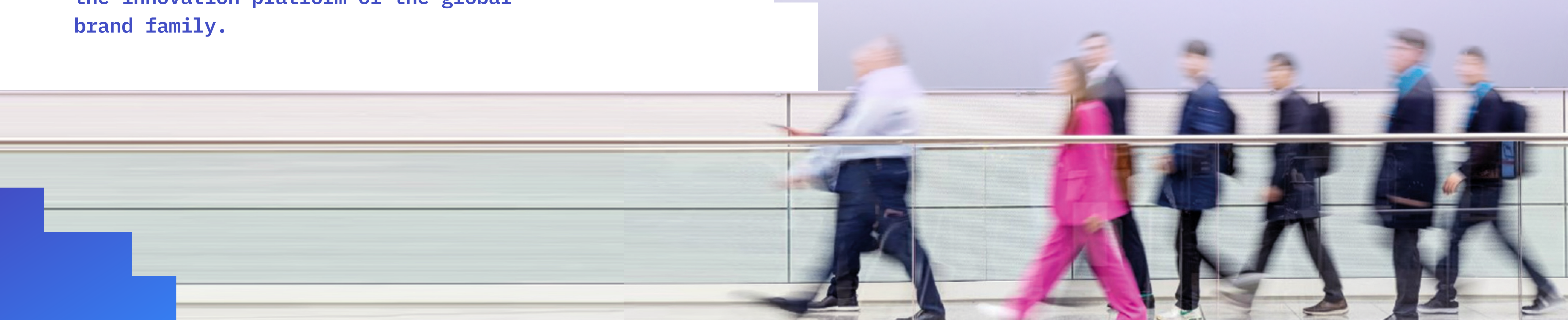
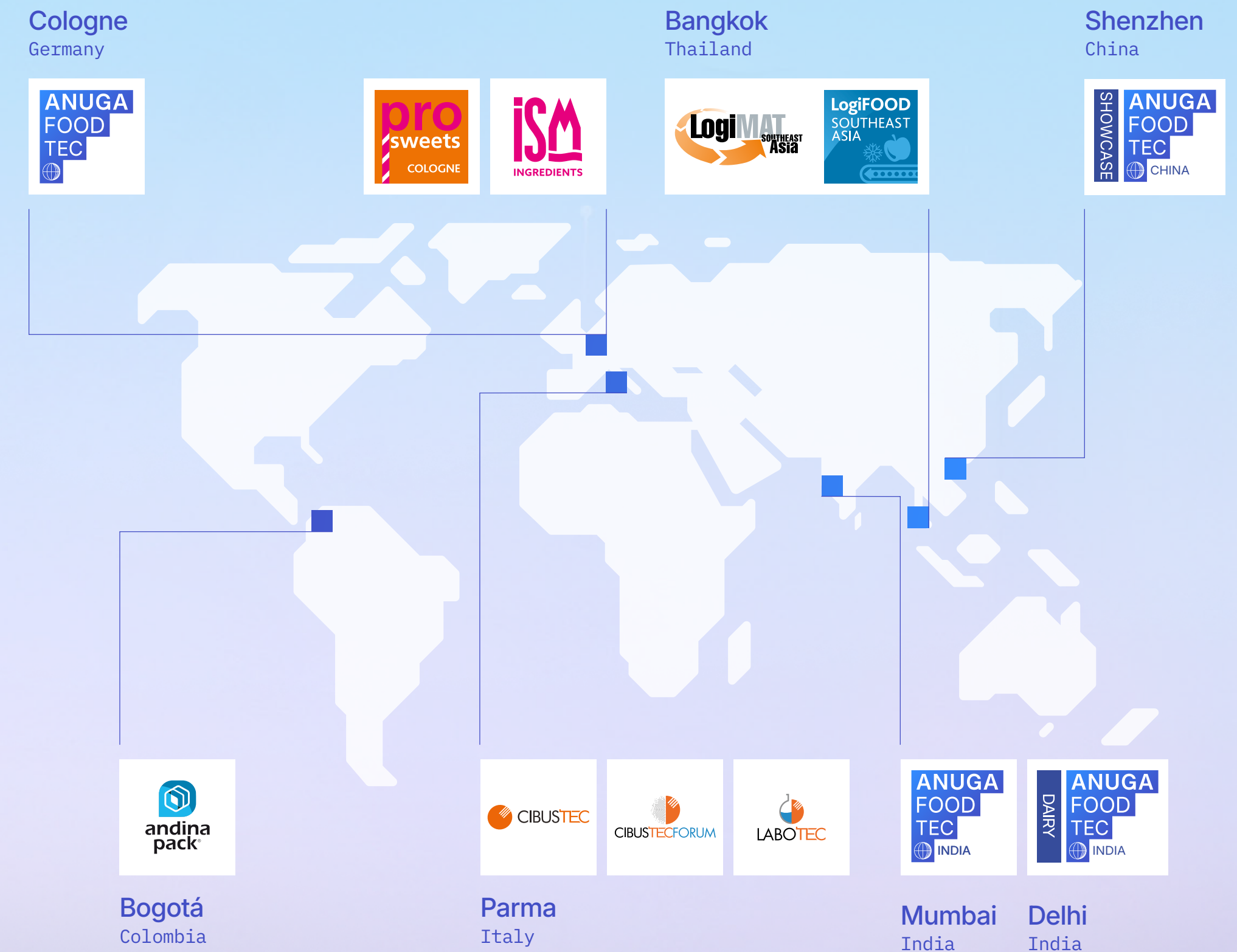
# Brand family

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 as leading global trade fairs in Cologne. In addition to these, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including

in 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.

**Anuga FoodTec is thereby the centre and the innovation platform of the global brand family.**







We'll see you  
in Cologne!  
23–26 February 2027