



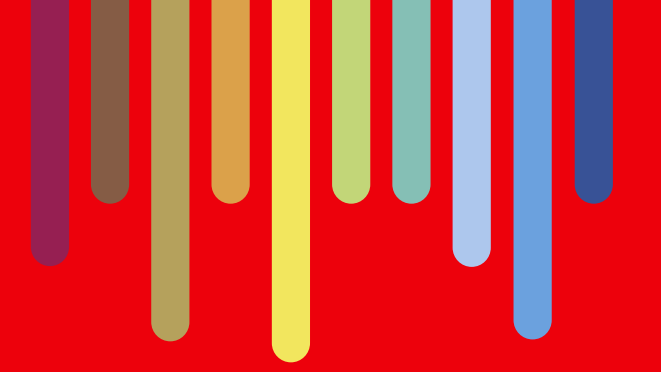
[www.anuga.com](http://www.anuga.com)

COLOGNE, 07.–11.10.2023



SHAPING THE  
future together





## MOVING THE INDUSTRY FORWARD TOGETHER

“We especially need personal contacts in volatile times. As the world’s largest trade fair for food and beverages, Anuga brings the decision-makers of the international food industry together. This makes Anuga the perfect place for a company to present its brands and products. As a fair and reliable partner, especially in the face of the challenges of the pandemic, Anuga guarantees good business, top content and networking at the highest level. Any company wishing to be at the heart of the industry should join Anuga to be part of the largest industry community in the world.”

Jan Philipp Hartmann  
Director Anuga

**93%**

of the visitors say:  
*“There is no other  
better food trade  
fair than Anuga”*



**94%**

of the exhibitors say:  
*“I would recommend  
a partner company  
to participate at  
Anuga”*



# BEING SUCCESSFUL TOGETHER

Attention-grabbing, crucial for decision-making, sales: Trade fairs are a multifunctional marketing tool that boast a high level of efficiency, effectiveness and exposure as well as displaying an optimal cost/benefit ratio.

## The advantages:

- Direct communication
- Impromptu contacts
- Creates excitement
- Products to see, touch and taste
- Direct access to the decision-makers

## THE TOP 5 TRADE FAIR GOALS





# MOVING THE INDUSTRY TOGETHER

Anuga is

- **The most important global industry marketplace:**  
Around 7,500 exhibitors from 106 countries
- **The largest international industry network:**  
Over 170,000 visitors from 201 countries
- **The most relevant business, export and order platform:**  
Over 82% of the visitors take decisions for the company or are involved in them
- **Global knowledge leader:**  
Knowledge exchange with relevant experts, future and trend researchers

Data collection based on the last regular edition Anuga 2019.

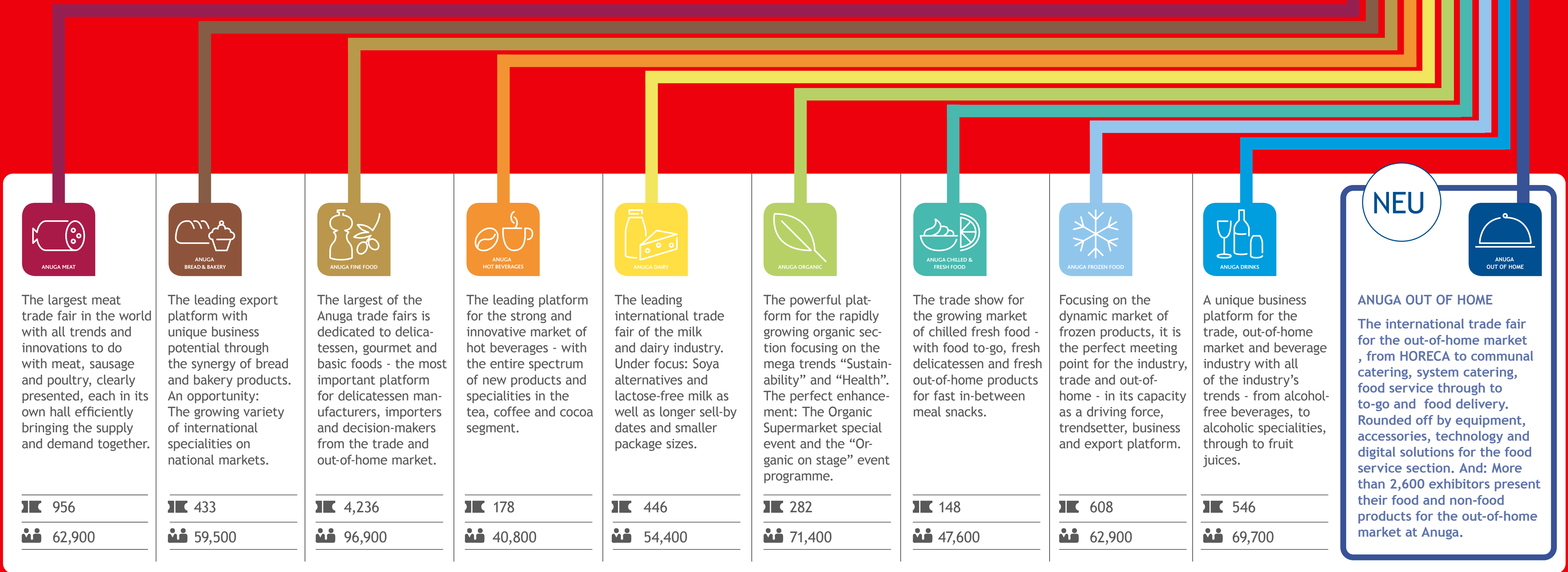




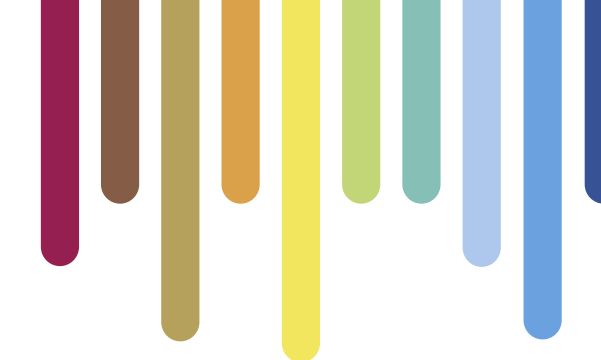
# LEADING THE WAY TOGETHER.

Unique worldwide: Anuga unites 10 trade shows under one roof:

- ①. Unique range and depth of products
- ②. Clear structure and orientation
- ③. Efficient and effective contacts
- ④. Targeted discussions and business







As an exhibitor you can partake in the trend and focus themes of Anuga and thus attract added attention.

**ANUGA TREND<sup>1</sup>**  
SUPERFOODS &  
ANCIENT GRAINS

**ANUGA TREND<sup>1</sup>**  
CLEAN LABEL

**ANUGA TREND<sup>1</sup>**  
FREE FROM &  
HEALTH FOODS

**ANUGA TREND<sup>1</sup>**  
CONVENIENCE & SNACKING

**ANUGA TREND<sup>1</sup>**  
ALTERNATIVE MEAT PROTEINS

**ANUGA TREND<sup>1</sup>**  
PLANT-BASED PROTEINS  
OR FOODS

**ANUGA TREND<sup>1</sup>**  
SUSTAINABLY PRODUCED  
OR PACKAGED

**ANUGA KEY TOPIC<sup>1</sup>**  
KOSHER

**ANUGA KEY TOPIC<sup>1</sup>**  
HALAL

**ANUGA KEY TOPIC<sup>1</sup>**  
GOURMET & SPECIALTY  
FOODS

**ANUGA KEY TOPIC<sup>1</sup>**  
PRIVATE LABEL

## SETTING TRENDS TOGETHER

Which themes are important, which themes will become important? The developments of tomorrow and current concepts and solutions are presented and discussed at Anuga.



# EXPAND KNOWLEDGE TOGETHER

Know what is possible in the food community: The Anuga event programme bundles the most important content and networking of the industry at one location over five days.

**1 Must-attend conferences**  
Every two years the top conferences on themes that move the food community take place at Anuga, among others on cultivated proteins, fermentation, sustainability and the future of the industry.

**2 Anuga Trend Zone**  
Whether global food mega trends or disruptive business models, whether vegetable-based food or sustainability: With their well-founded analyses on the top trends of 2023, the expert teams from Innova Market Insights and Euromonitor provide the professional world with valuable knowledge about all relevant developments to do with food and beverages.

**3 Anuga taste Innovation Show**  
As a trend barometer and driving force, the innovation show presents the most important new products at Anuga, selected by an international expert jury.

**4 Organic Perspectives**  
All the products and the potential relating to the trend for organic food - at the Anuga Organic trade show, the Organic Supermarket special event and "Organic on Stage".

**5 Halal Market**  
The entire diversity of the global line-up of halal-certified products, presented in the form of a point of sale display.

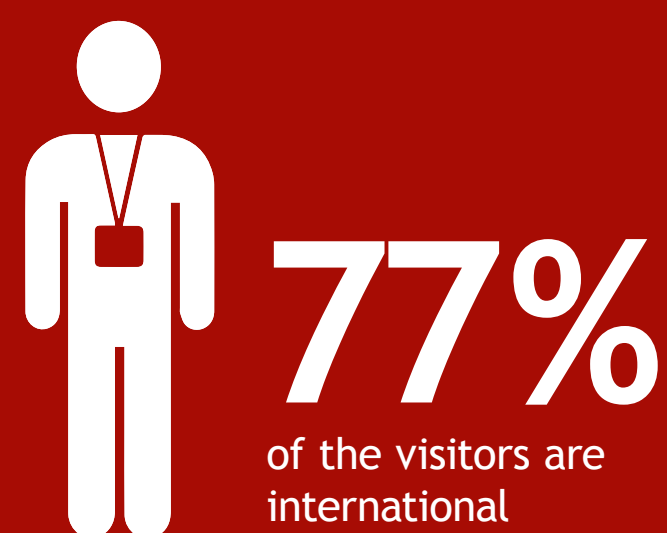




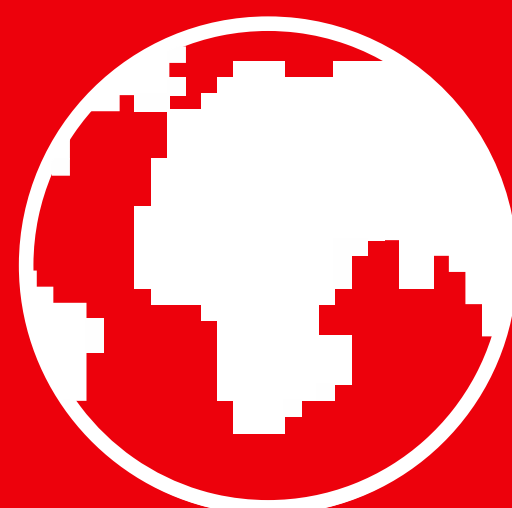
# MEET UP WITH THE FOOD & BEVERAGE COMMUNITY TOGETHER

For cross-border contacts and business relations:

Anuga brings the international food industry together in one location.



## Top 10 countries of origin:



- |                    |            |
|--------------------|------------|
| 01 The Netherlands | 06 China   |
| 02 Italy           | 07 Poland  |
| 03 Great Britain   | 08 USA     |
| 04 Spain           | 09 Turkey  |
| 05 France          | 10 Belgium |





## PROFIT FROM A STRONG NETWORK TOGETHER

As the market leader for food trade fairs, Koelnmesse brings the international F&B community to Cologne every two years and what's more the food industry directly into the relevant export markets worldwide.





# MAKE USE OF THE ADVANTAGES OF ANUGA TOGETHER

Anuga offers you access to the largest industry community worldwide - fast, simply, directly.

1. **Efficient lead generation:** All of the relevant players from the trade, food service/ out-of-home market and the food processing industry meet up at Anuga.
2. **Perfect environment:** 10 trade shows under one roof provide a complete market overview and reach decision-makers and buyers from all categories.
3. **Highest degree of innovation:** Food trends and the Taste Innovation Show attract the media, multipliers and buyers who are looking for new products.
4. **Change through knowledge:** Anuga offers sustainable future solutions through the exchange with business partners, renowned industry experts and renowned future and trend researchers.





## SHAPING THE FUTURE TOGETHER: WE WILL SUPPORT YOU.

Should you have any queries, our sales team will be glad to assist you. Your personal contacts can be found here.



[anuga.com/contact](https://anuga.com/contact)

