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#weareanuga #sustainablegrowth

## Anuga 2023 exceeds all expectations and underlines its position as the number one global food and beverage trade fair

The key theme "Sustainable Growth" placed the focus on sustainable industry solutions

Anuga, the world's largest and most important trade fair for food and beverages, is the undisputed leader and demonstrated over the course of five days that it is the place-to-be for the industry. The following figures reflect the strong participation: Boasting around 140,000 trade visitors from 200 countries and approx. 7,900 exhibitors from 118 countries the leading global trade fair exceeded all expectations. The share of foreign exhibitors was 94 percent and at 80 percent there was a record share of foreign visitors. This makes Anuga more international than ever and confirms its ongoing success as the number one global food trade fair. "Over the decades, Anuga has established itself as the undisputed number one event. And the current edition is proof of our quality and relevance in a rapidly developing sector. We are proud to unite and strengthen the global food and beverage community under the flag of Anuga," Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, emphasised.

Under the key theme "Sustainable Growth", this year's Anuga primarily focused on the themes sustainability and a responsible use of resources. From the optimisation of the supply chains through to fair food production, experts from all over the globe presented an impressive variety of approaches. This emphasised the industry's clear commitment to a sustainable development and readiness to face global challenges.

"As the world's largest trade fair for food and beverages, Anuga 2023 set an important signal for the future of the food industry. As such, it is promoting both the dialogue and collaboration between companies, organisations, the industry, science and politics to jointly shape a sustainable and liveable future," Gerald Böse added.

Björn Fromm, President of the German Association of the Retail Grocery Trade (BVLH) added: "Anuga has bounced back impressively and proven that it is quite rightly the leading global trade fair for the food industry. Anyone, who follows the diversified supporting programme attentively and examines the many innovations, can see that the trade fair also sets the theme trends. "Sustainable Growth", the central theme of Anuga 2023, was practically tangible in every hall. In my capacity as President of the BVLH, I am delighted, as co-organisers, to further develop Anuga and in this way contribute towards further expanding its leading role among the world's food trade fairs."



Anuga  
07.10. - 11.10.2023  
www.anuga.com

Your contact:  
Peggy Krause  
Tel.  
+49 221 821-2076  
e-mail  
p.krause@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

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

With a diversified event and congress programme and the Anuga Horizon Conference, this year the trade fair set more new impulses for the food industry of tomorrow than ever before. Expert panels were staged that addressed the most important industry issues, as well as side events by organisations like EIT Food and UNIDO, which offered additional perspectives and solutions. Furthermore, as a provider of knowledge and know-how, Anuga presented new and ongoing trends.

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### **High quality of the visitors**

The exhibitors particularly praised the high quality of the trade visitors. The who's who from the trade and food service sector attended the leading global trade fair in Cologne. All of the relevant players from the most important food retailers were represented: Amazon, Aeon Co, Aldi, Auchan, Carrefour, Coop, Cosco Wholesale, Colruyt Group, Lidl & Kaufland, Metro, Mercadona, Migros, Rewe, Spar and Walmart. The highest numbers of visitors from European countries were registered from Great Britain, Italy, the Netherlands, Spain and Turkey. Beyond Europe, the most well-represented nations included Brazil, China, Japan, Korea and the USA.

### **Shaping the future with Anuga HORIZON**

Anuga HORIZON was staged as a conference for the first time this year. International industry experts, pioneers and decision-makers came together to exchange their knowledge and experience. In the course of inspiring lectures and panel discussions the industry's latest trends, challenges and solutions were addressed.

Ethan Brown, CEO of Beyond Meat, stated positively about Anuga HORIZON: "It was great to be stood in front of such a progressive audience at the Anuga HORIZON Conference and engage in a direct exchange with German and European consumers. They play a pioneering role in the transition over to plant-based meat alternatives and a vegetarian diet, which is of decisive importance for our planet."

"Anuga HORIZON proved to be an outstanding platform for in-depth discourse, far beyond superficial small talk. A host of perspectives came together here, supported by an impressive diversity and global reach. This event was vibrant with positive energy and the joint incentive for innovation," commented Richie Gray, Vice President and Global Head Snack Futures from Mondeléz International.

### **"weareAnuga" campaign strengthens the trade fair community**

In an era where the food world is becoming increasingly more global and sustainability and healthy food more and more important, Anuga promotes the exchange between people from different cultures, industries and areas of interest - not only in Cologne - but also at the satellite events held worldwide. This solidarity was also reflected by the "#weareAnuga" campaign, which was launched at the 2023 edition. The leading global trade fair went viral across the social media and achieved 2.5 million hits over the entire duration of the trade fair.

### **Anuga in figures:**

7,850 companies from 118 countries took part in Anuga 2023 on exhibition space covering 300,000 m<sup>2</sup>. The share of foreign exhibitors was 94 percent. Around 140,000 trade visitors from 200 countries attended Anuga 2023, the foreign share

was 80 percent.

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**The next Anuga will take place from 4 to 8 October 2025.**

**Further statements:**

**Dr. Christian von Boetticher, Chairman of the Federation of the German Food Industries (BVE):** We are delighted with the fantastic outcome of Anuga 2023 and more exhibitors than ever before, many of whom came from Germany. The high number of dealers present led to plenty of contacts and many business transactions.

**Ingrid Hartges, Chief Executive Director DEHOGA:** "Solidarity, courage, innovative power through examining, tasting and experiencing products in person is essential for Anuga. In times of dynamic changes, Anuga 2023 lent courage and confidence. In the Cologne exhibition halls food professionals from individual gastronomy establishments, food service and system catering businesses once again benefited from the perfect combination between new products, international trends and unique congresses and events. As the decade-long industry sponsor of Anuga, we were delighted to personally greet so many members, partners, companions and friends from the industry in our DEHOGA Lounge and engage in an exchange with them - this is more important than ever today."

**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.com/trade-fair/anuga/industry-sectors>

**The next events:**

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

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 06.03. - 08.03.2024

**Note for editorial offices:**

Anuga photos are available on the Internet at [www.anuga.com/imagedatabase](http://www.anuga.com/imagedatabase)

Press information is available at: [www.anuga.com/Pressinformation](http://www.anuga.com/Pressinformation)

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**Your contact:**

Peggy Krause

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel.: +49 221 821 2076

E-Mail: [p.krause@koelnmesse.de](mailto:p.krause@koelnmesse.de)

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