

#weareAnuga



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2025



ISM

Cologne, Germany

www.ism-cologne.com

02.-05.02.2025



THAIFEX - HOREC Asia

Bangkok, Thailand

www.thaifex-horec.asia

05.-07.03.2025



Anuga Select Brazil

São Paulo, Brazil

www.anuga-brazil.com

08.-10.04.2025



Anuga Select Japan

Tokyo, Japan

www.anuga-japan.com

15.-17.04.2025



ISM Japan

Tokyo, Japan

www.ismjapan.com

15.-17.04.2025



Anuga Select China

Shenzhen, China

www.anuga-china.com

24.-26.04.2025



SIGEP China

Shenzhen, China

www.sigepcn.com

24.-26.04.2025



THAIFEX - Anuga Asia

Bangkok, Thailand

www.thaifex-anuga.com

27.-31.05.2025



Anuga Select India

Mumbai, India

www.anuga-india.com

20.-22.08.2025



ISM Middle East

Dubai, UAE

www.ism-me.com

15.-17.09.2025



Anuga

Cologne, Germany

www.anuga.com

04.-08.10.2025



Anuga HORIZON

Cologne, Germany

www.anuga-horizon.com

04.-08-10.2025

2026



Alimentec

Bogotá, Colombia

www.feriaalimentec.com

09.-12.6.2026

International food events at a glance



Anuga

THE NO. 1 FOR FOOD & BEVERAGE BUSINESS

04. - 08.10.2025, Cologne

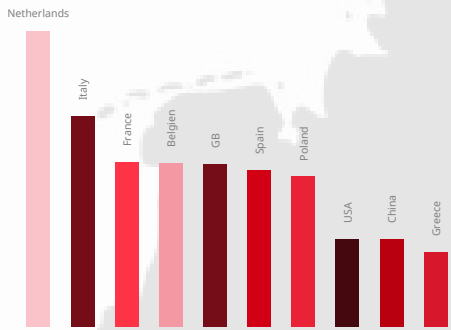


More than **140.000** visitors
from **200** countries
80% international visitors

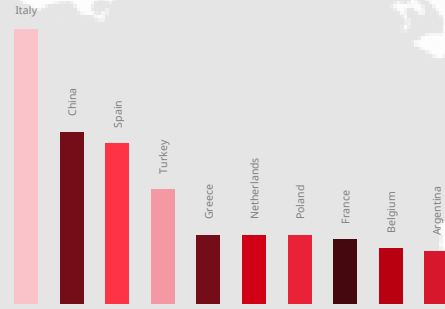


More than **7.850** exhibitors
94% international exhibitors

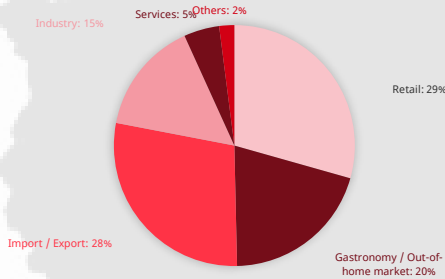
Top 10 international visitor countries



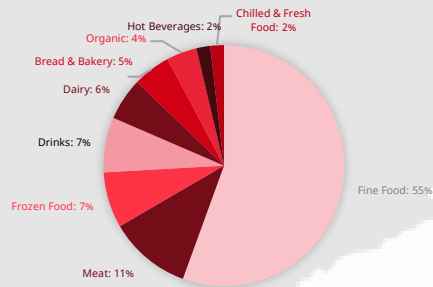
Top 10 international exhibitor countries



Visitor sectors



Exhibitor segments



HIGHLIGHTS/SIDE EVENTS

ANUGA TRENDS

- Superfoods & ancient grains
- Clean label
- Free-from & health foods
- Convenience & snacking
- Alternative meat proteins
- Plant-based proteins or foods
- Sustainably produced or packaged

ANUGA KEY TOPICS

- Kosher
- Halal
- Gourmet & speciality foods
- Private label

→ Apply now for Anuga



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alimentec

Alimentec

INTERNATIONAL FOOD & HOSPITALITY TRADE FAIR

09. – 12.06.2026, Bogotá

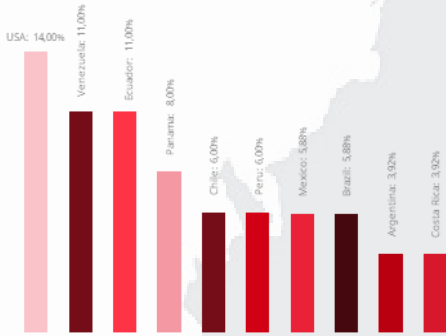


More than **37.000** visitors
from **55** countries
3% international visitors

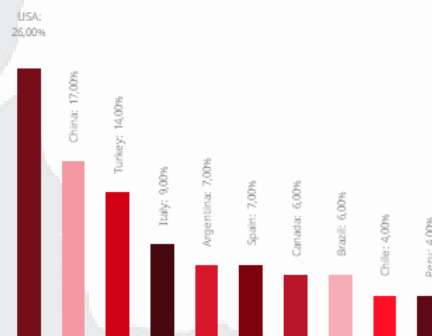


More than **590** exhibitors
from **21** countries
23% international exhibitors

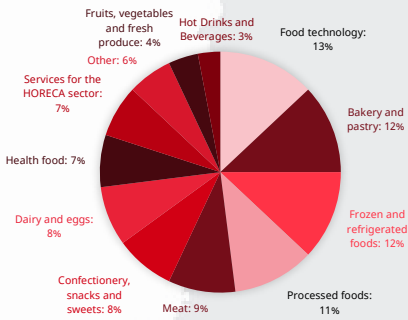
Top 10 international visitor countries



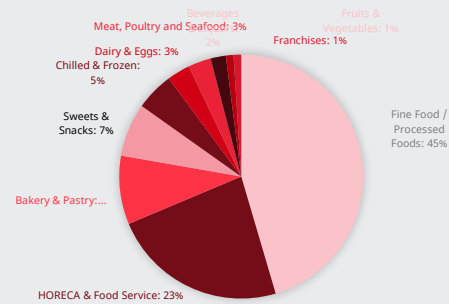
Top 10 international exhibitor countries



Visitor sectors



Exhibitor segments



FINE FOOD



FROZEN FOOD



MEAT



DAIRY



BREAD & BAKERY



DRINKS



FRUITS & VEGETABLES



SWEETS & SNACKS

HIGHLIGHTS/SIDE EVENTS

- Food Innovation Summit: Discussions on the latest trends and innovations in the food industry.
- Cooking Show: Live culinary demonstrations by renowned chefs.
- Drink Trends: Showcases and tastings of the latest beverage trends.
- Bake & Arts: Workshops and demonstrations in bakery and pastry arts.
- Horeca Talks: Presentations by exhibitors on products and services.
- Business MAtchmaking: Business meetings between exhibitors and international buyers.



SWEETS & SNACKS



MEAT



BREAD & BAKERY



FINE FOOD



COFFEE & TEA



DAIRY



ORGANIC



AGRIFOODS



DRINKS

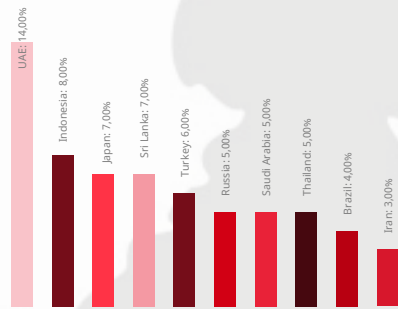


More than **27.707** visitors
from **32** countries
1% international visitors

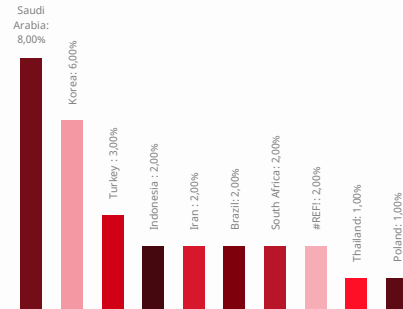


More than **335** exhibitors
from **21** countries
33% international exhibitors

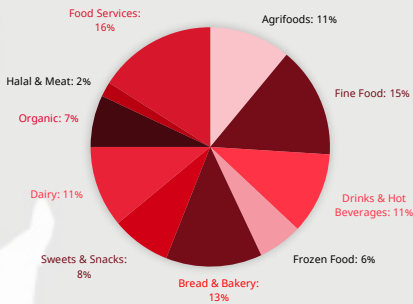
Top 10 international visitor countries



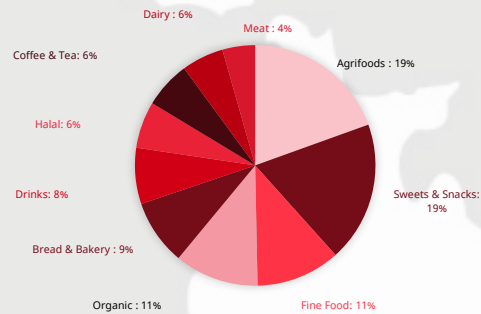
Top 10 international exhibitor countries



Visitors interest in product segments



Exhibitor segments



Highlights / Side Events

- AI-based B2B Networking & Matchmaking portal
- Anuga Connect Mobile App
- PAN India Industry Association Support (ICC, IFCA, FIFI, FSDA, RAI, WICA)
- Hosted Buyer Program
- Retail Walk
- Product Launches (White Coffee by Swadgram & Indian Soil, Turkish Hazelnut)
- Culinary demos by Celebrity Chefs
- Innovative Trend Zone by Innova Market Insights
- Innovative Product Awards

→ Apply now for Anuga Select India

Anuga Select Brazil

INTERNATIONALE TRADE SHOW EXCLUSIVELY FOR THE
FOOD & BEVERAGE SECTOR

08. – 10.04.2025, Sao Paulo

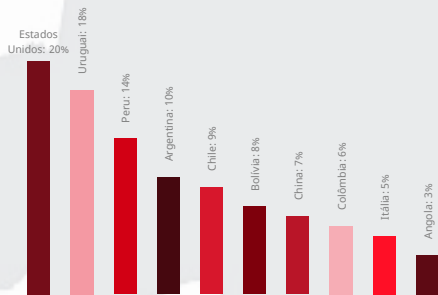


More than **16.000** visitors
from **34** countries
2% international visitors

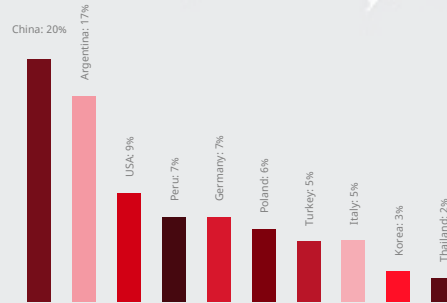


More than **550** exhibitors
from **23** countries
31% international exhibitors

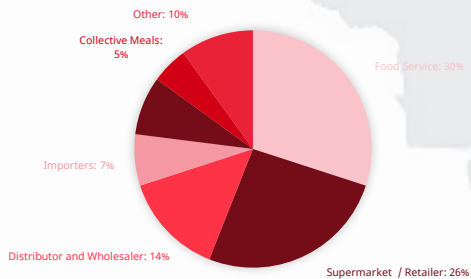
Top 10 international visitor countries



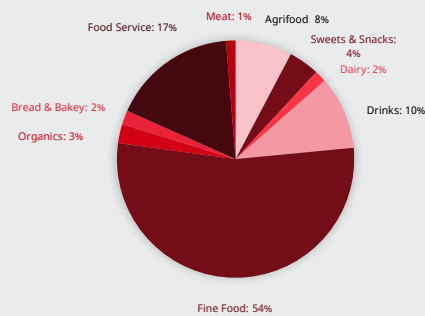
Top 10 international exhibitor countries



Visitor Sectors



Exhibitor Segments



Highlights / Side Events

- Organic Products Pavilion (10 exhibitors in 60sqm)
- Model Supermarket Demonstration (165sqm)
- Discovery Space (50 exhibitors in 336sqm)
- Certified Vegan Products Catalogue in partnership with SVB
- Pizza Show (ConPizza Institute – with
- Start-up Zone with brands and specialized content
- Vegan Experience with cooking show performances
- Halal Zone
- Mega Business Rounds (matchmaking with 52 hosted buyers)
- PRIME CLUB VIP Buyers Lounge
- VIP Premium Buyer Program
- Sindal Equipment and Technology Showroom – 225sqm pavilion space
- National Congress for Neighborhood Supermarkets

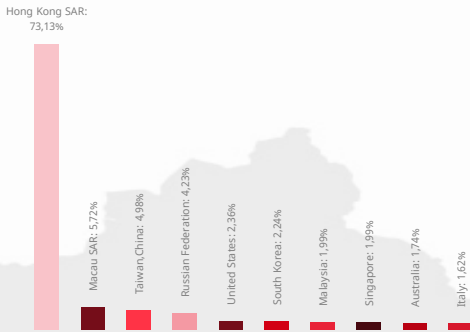


More than **29,390** visitors
from **74** countries and regions
3.6% international visitors

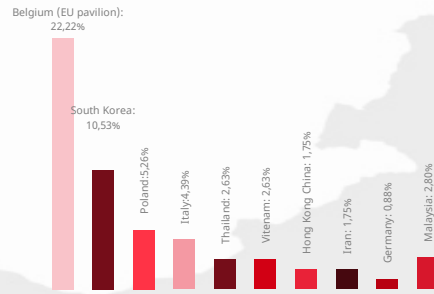


More than **460** exhibitors
from **30** countries and regions
21% international exhibitors

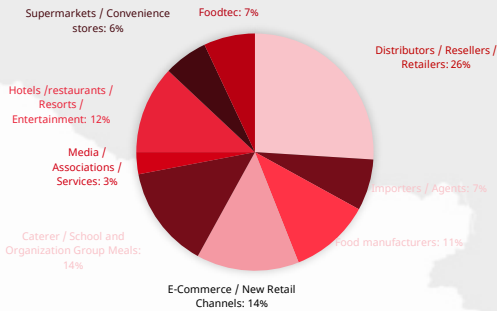
Top 10 international visitor countries



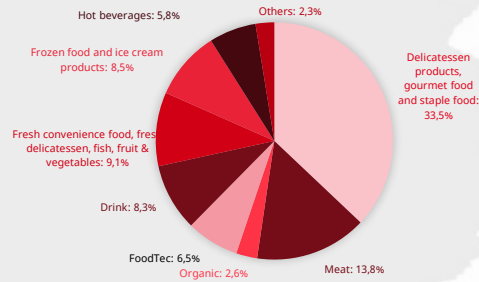
Top 10 international exhibitor countries



Visitors Sectors



Exhibitor Segments



Highlights / Side Events

- Global Meat Summit 2025
- The 4th Global Imported Food Retail Market Trends Forum
- The 2nd Fermented Foods and Nutrition Health Forum
- Foodie Space
- ACH Award 2025
- Chef Table
- Business Matchmaking

→ Apply now for Anuga Select China



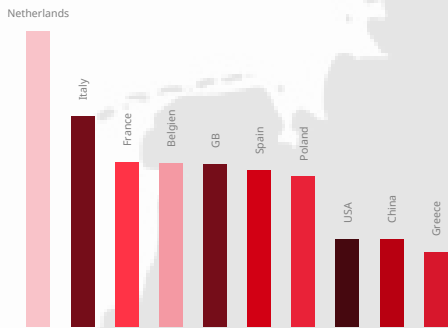


More than **140.000** visitors
from **200** countries
80% international visitors

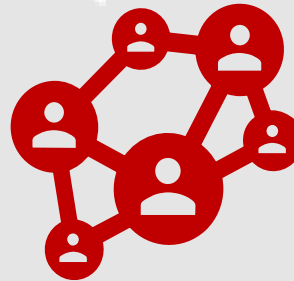


Anuga HORIZON takes place at the same time as Anuga 2025. All Anuga ticket holders have free admission to the Exhibition and Experience area of Anuga HORIZON.

Top 10 international visitor countries



Visitor Target Group



- Industry professionals
- Innovators
- Thought Leader
- Start-Ups
- Scale-Ups
- Market Leader
- Future Food Experts

WHAT IF WE CREATE A POSITIVE ATTITUDE TOWARDS THE FUTURE?

Main Topics

AI and Deep Tech

Health and Functional Food

Circularity and Regeneration

Event Formats

Experience

How does the future feel like? Explore the future of food powered by cutting-edge technology.

Conference

Gain insights into tomorrow's business models and strategies from industry leaders.

Community

How can we drive systemic changes to create planetary health? Connect with international experts.

CREATE NEW NARRATIVES BY CONNECTING RADICAL INNOVATION WITH (POP) CULTURE

"It was great to stand in front of such a progressive audience at the **Anuga HORIZON** Conference and engage directly with German and European consumers. They are leading the way in the transition to plant-based meat alternatives and a plant-based diet, which is crucial for our planet."

Ethan Brown, CEO Beyond Meat

"**Anuga HORIZON** proved to be an outstanding venue for in-depth discourse, far beyond superficial small talk. A multitude of perspectives came together here, underpinned by impressive diversity and global reach. This event pulsed with positive energy and a shared drive to innovate."

Richie Gray, Vice President and Global Head Snack Futures, Mondeléz International

→ Join the Community

A highly international platform in the heart of the Greater Bay Area - one of the **largest and fastest growing markets in China** with a strategic economic importance for the entire country's economy.

In parallel with Anuga Select China, the leading food trade fair in Southern China powered by the Anuga with **40,000 sqm - 800 exhibitors - 35,000 visitors**.

One stop sourcing platform of raw materials, ingredients, machinery & equipment, furnishings, packaging and all the supply chain.

Benefit from the expertise and resources of SIGEP, the **world leading trade fair in the artisan dessert foodservice industry**.

Events, tasting and matchmaking activities with selected buyers operating in the Out-of-home market.



GELATO



BAKERY



PASTRY

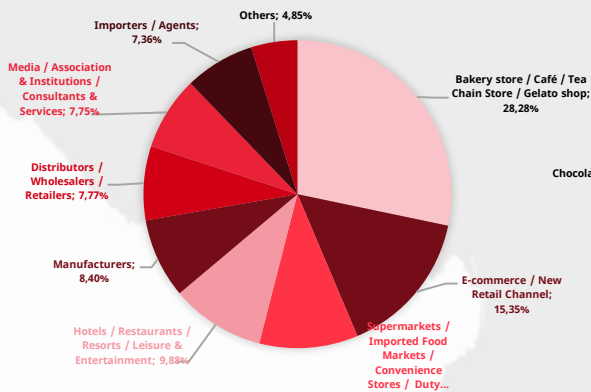


COFFEE

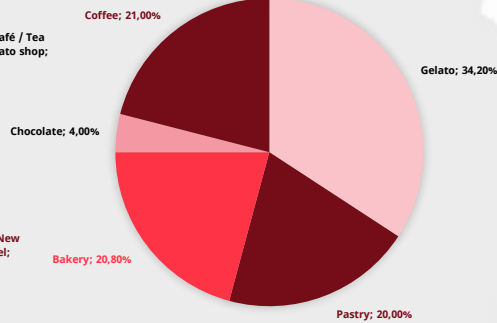


CHOCOLATE

Visitor sectors



Exhibitor segments



Highlights / Side Events

- Gelato World Cup(China Selection)
- Juniores Pastry World Cup (China Selection)
- CTI Latte Art Duel & Brewing for Fun
- Business Matchmaking

→ Apply now for SIGEP China



More than **78.764** visitors
from **133** countries
21% international visitors



3.133 exhibitors
from **52** countries/regions
65% international exhibitors



SWEETS & SNACKS



MEAT



FINE FOOD



RICE



FRUITS & VEGETABLES



SEAFOOD



FROZEN FOOD

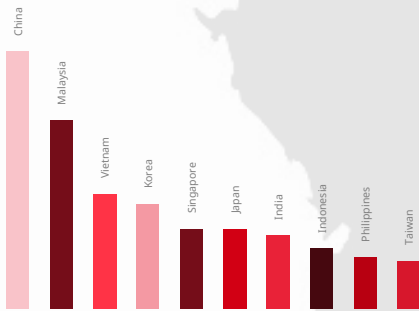


DRINKS

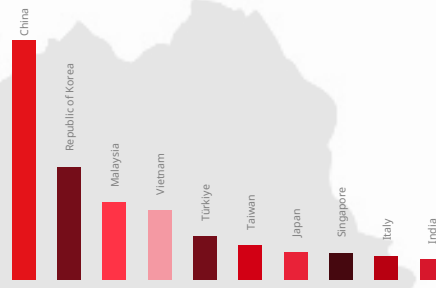


FOODTEC

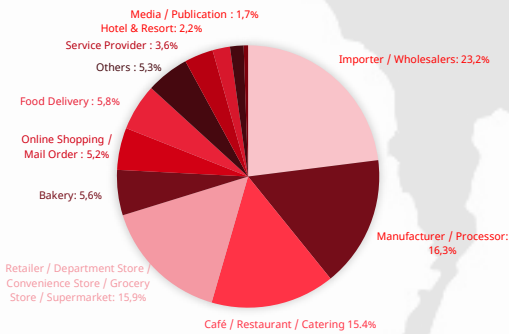
Top 10 international visitor countries



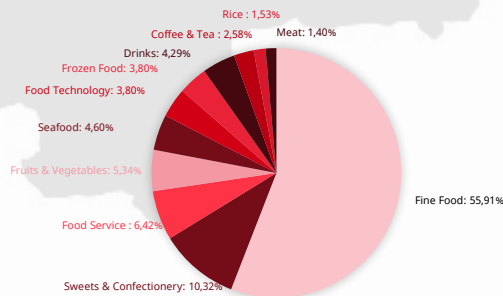
Top 10 international exhibitor countries



Visitor Sectors



Exhibitor Segments



Highlights / Side Events

- In addition to the 9 trade shows under 1 roof concept, THAIFEX – Anuga Asia 2025 will present 3 exciting special shows and 3 supporting programmes:
- THAIFEX – Anuga Startup
- THAIFEX – Anuga tasteInnovation Show
- THAIFEX – Anuga Trend Zone
- Hosted Buyer Programme
- Future Food Experience+
- Thailand Ultimate Chef Challenge



More than **15.851**
unique trade attendees
from **68** countries



359 exhibitors
from **23** countries

6 HoReCa Trend Topics

1 SUSTAINABILITY

2 CONTACTLESS

3 DIGITALIZED GUEST EXPERIENCE

4 PLANT BASED MENU

5 FOODWASTE

6 ENERGY EFFICIENCY

Highlights

391
Hosted
Buyers
in **1,636**
Meetings

Academy:
with
69 experts
in
36 sessions

60+
Innovations
in the
Xperiential
Zone

9
Innovation
Award
Winners
27 Finalists

Highlights / Side Events

- Hosted Buyer Programme
- THAIFEX – HOREC Academy
- THAIFEX – HOREC Innovation Awards
- THAIFEX – HOREC Xperiential Zone
- Thailand Ultimate Housekeeping Challenge

→ Apply now for THAIFEX – HOREC Asia



MEAT



FINE FOOD



FROZEN FOOD



DRINKS & HOT BEVERAGES



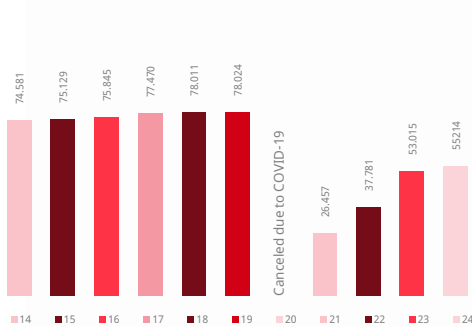
More than **55.214** visitors from east-asian countries



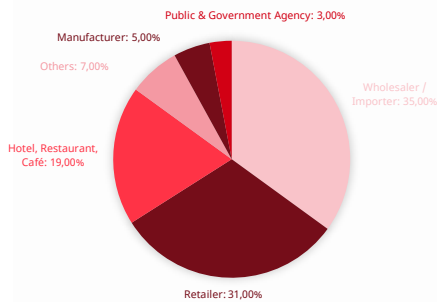
More than **930** brands from more than **15** countries (partner fairs combined)

Visitors by year

Based on the figures of strategic partner exhibitions in 2024

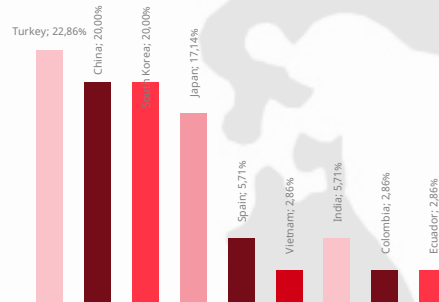


Visitor Sectors

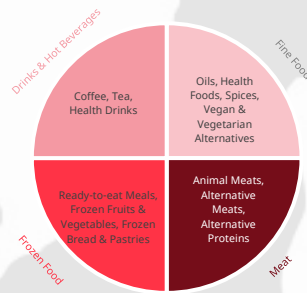


Top international exhibitor countries

Based on the figures of predecessor exhibition in 2023



Exhibitor Segments



Highlights / Side Events

- Get connected to the Global Anuga Network
- Meet key decision-makers from a variety of companies and brands across the East Asian region
- Pre-show, on-site and post-event engagement opportunities
- Test your product in Japan before expanding across East Asia
- Learn about and experience the latest trends in F&B first-hand, in-person

→ Apply now for Anuga Select Japan



ISM

THE WORLD'S LARGEST TRADE FAIR FOR SWEETS & SNACKS 02. - 05.02.2025, Cologne



SWEETS & SNACKS

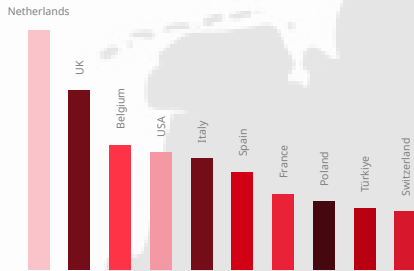


Ca. **35.000** visitors
from **140** countries
72% international visitors

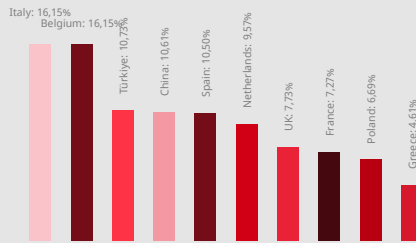


More than **1,500** exhibitors
from **75** countries
88% international exhibitors

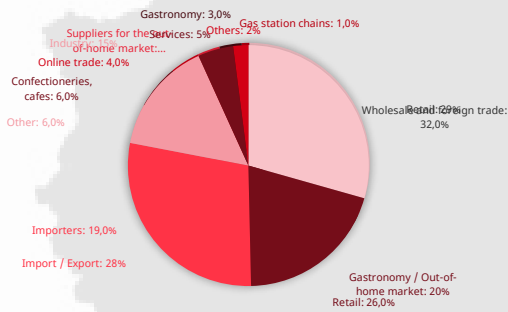
Top 10 international visitor countries



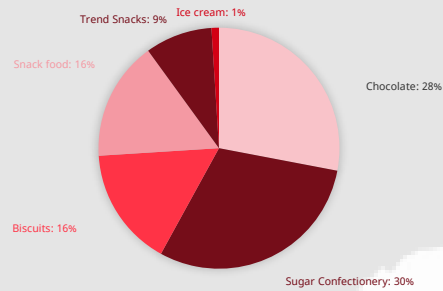
Top 10 international exhibitor countries



Visitor Sectors



Exhibitor Segments



Highlights / Side Events

LAB5 BY ISM

LAB5 by ISM offers a unique trade fair experience in Hall 10.1, featuring business, networking, and entertainment. Enjoy a relaxed atmosphere with a DJ, a Coffee Lounge that turns into a Kölsch bar, and an Instagram Point for memorable photos. Explore five special areas: "Finest Creations – hand-crafted," "Trend Snacks Area," Start-ups, Scale-ups, and the "New Product Showcase."

GISMO SQUARE

At Gismo Square on the centre boulevard, take a break, recharge in the lounge, check trade magazines, and grab a personalized trade fair souvenir.

→ Apply now for ISM Cologne



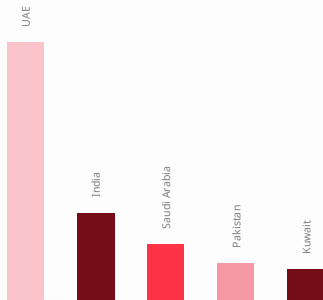


More than **18.700** visitors
from **116** countries
42% international visitors

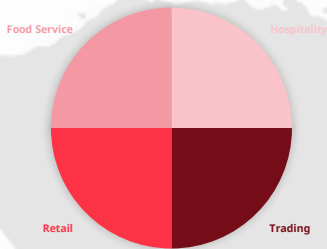


More than **550** exhibitors
from **57** countries
95% international exhibitors

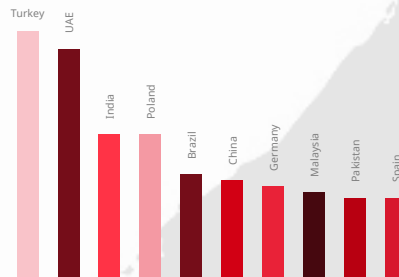
Top 5 visitor countries



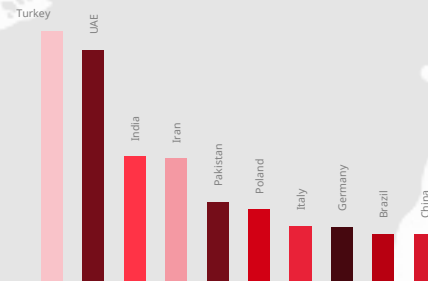
Visitor Sectors



Top 10 exhibitor countries



Top 10 exhibitor countries (m²)



Highlights / Side Events

- The leading trade fair for sweets & snacks in the MENA region
- 3 days of ISM Middle East Expert Stage bringing industry leaders together for knowledge sharing and global insights
 - Matchmaking Programme – the powerful business matchmaking programme unlocks productive, lucrative discussions between exhibitors and buyers
 - ISM Middle East Awards – features eight categories „best chocolate product“, „best hard & soft candy product“, „best bakery product“, „best healthy snack“, „best packaging“, „best brand story“, „best traditional product“, „best organic product“
 - Festive Showcase – special showcase area for festive and seasonal products
 - Exhibitor-Evening „Sweet Connections“

→ Apply now for ISM Cologne

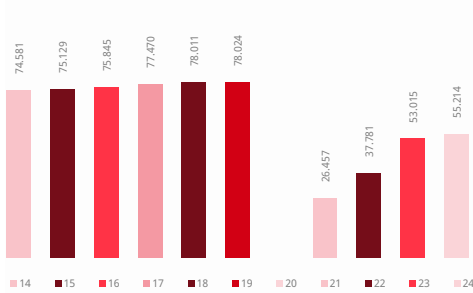


More than **55.214** visitors
from Japan
And East Asia

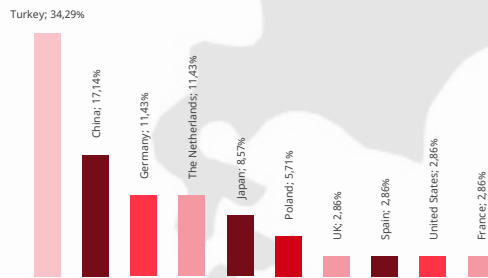


932 exhibitors (partner fairs combined)
from more than **15** countries
93% international exhibitors (sweets
and snacks segment)

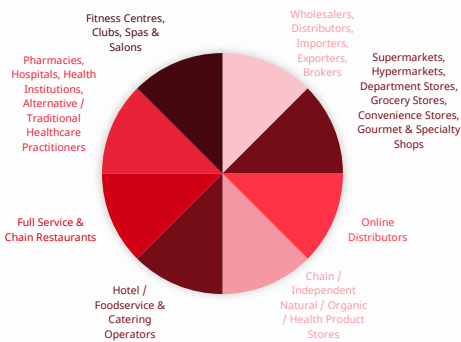
Top visitors by year



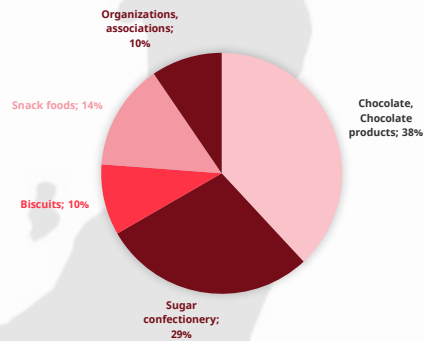
Top 10 exhibitor countries



Visitor Sectors



Exhibitor Segments



Highlights / Side Events

- Co-located with 7 established partner fairs
- Anuga Select Japan
- Dessert Sweets & Bakery Festival
- FABEX
- Food & Drink OEM Matching Expo
- Future Rice Fair
- Premium Food Show
- ProWine Tokyo

→ Apply now for ISM Cologne

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