

# #weareAnuga



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2025



ISM

Cologne, Germany

[www.ism-cologne.com](http://www.ism-cologne.com)

02.-05.02.2025



**THAIFEX - HOREC Asia**

Bangkok, Thailand

[www.thaifex-horec.asia](http://www.thaifex-horec.asia)

05.-07.03.2025



**Anuga Select Brazil**

São Paulo, Brazil

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

08.-10.04.2025



**Anuga Select Japan**

Tokyo, Japan

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

15.-17.04.2025



**ISM Japan**

Tokyo, Japan

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

15.-17.04.2025



**Anuga Select China**

Shenzhen, China

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

24.-26.04.2025



**SIGEP China**

Shenzhen, China

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

24.-26.04.2025



**THAIFEX - Anuga Asia**

Bangkok, Thailand

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

27.-31.05.2025



**Anuga Select India**

Mumbai, India

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

20.-22.08.2025



**ISM Middle East**

Dubai, UAE

[www.ism-me.com](http://www.ism-me.com)

15.-17.09.2025



**Anuga**

Cologne, Germany

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

04.-08.10.2025



**Anuga HORIZON**

Cologne, Germany

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

04.-08-10.2025

2026



**Alimenterc**

Bogotá, Colombia

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

09.-12.6.2026

# International food events at a glance



# Anuga

THE NO. 1 FOR FOOD & BEVERAGE BUSINESS

04. - 08.10.2025, Cologne

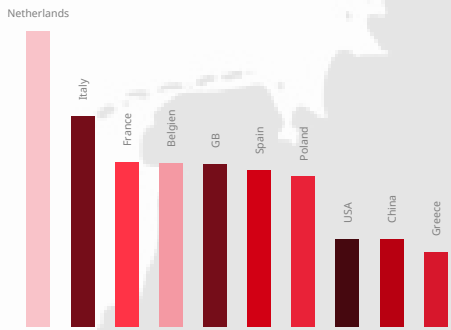


More than **140.000** visitors  
from **200** countries  
**80%** international visitors

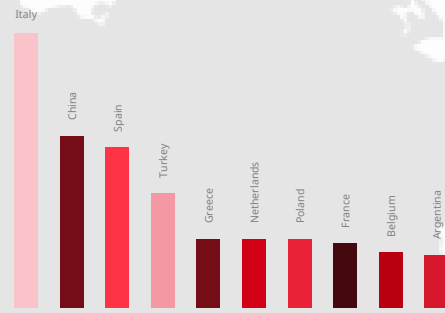


More than **7.850** exhibitors  
**94%** international exhibitors

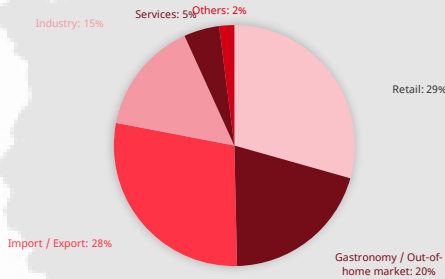
## Top 10 international visitor countries



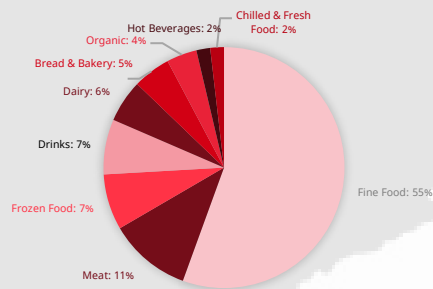
## Top 10 international exhibitor countries



## 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

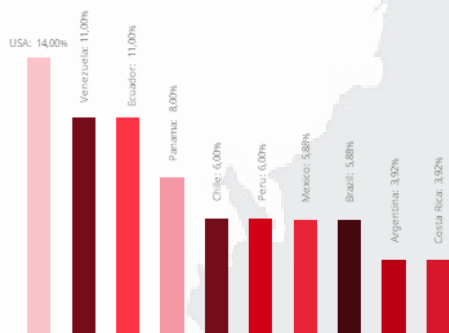


More than **37.000** visitors  
from **55** countries  
**3%** international visitors

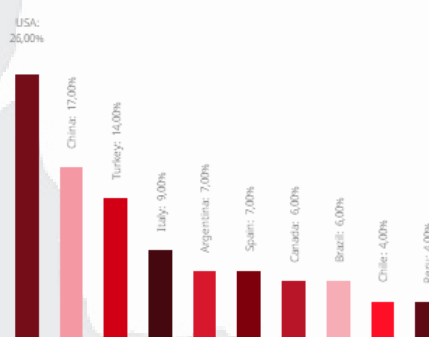


More than **590** exhibitors  
from **21** countries  
**23%** international exhibitors

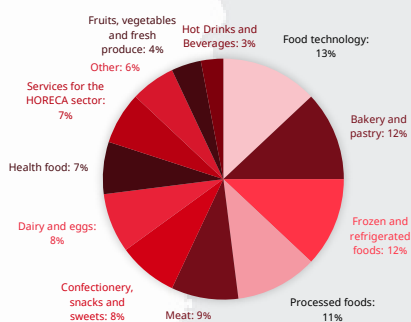
## Top 10 international visitor countries



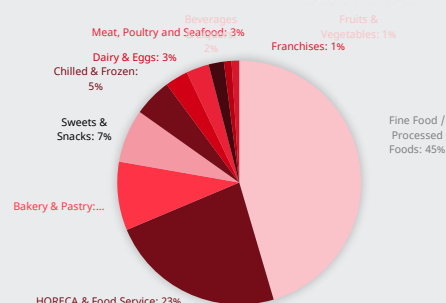
## Top 10 international exhibitor countries



## 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.

→ Apply now for Alimentec



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SWEETS & SNACKS



MEAT



BREAD & BAKERY



FINE FOOD



COFFEE & TEA



DAIRY



ORGANIC



AGRIFOODS



DRINKS

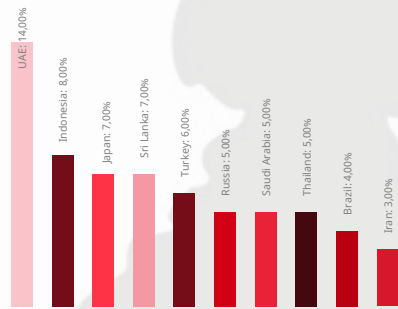


More than **27.707** visitors  
from **32** countries  
**1%** international visitors

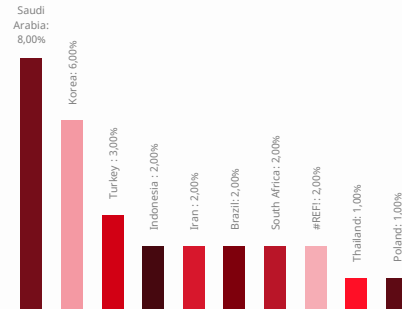


More than **335** exhibitors  
from **21** countries  
**33%** international exhibitors

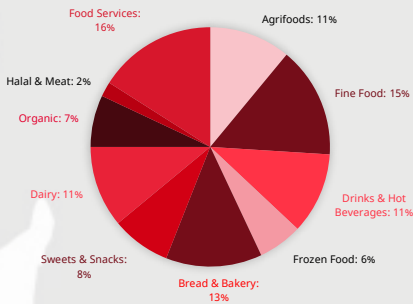
## Top 10 international visitor countries



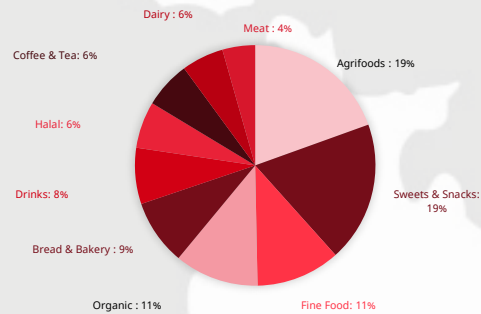
## Top 10 international exhibitor countries



## 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

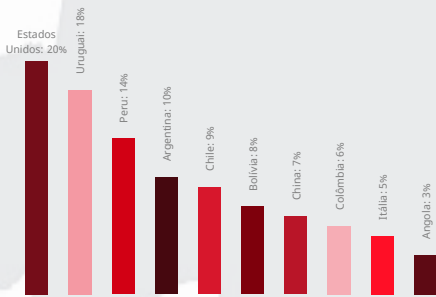


More than **16.000** visitors  
from **34** countries  
**2%** international visitors

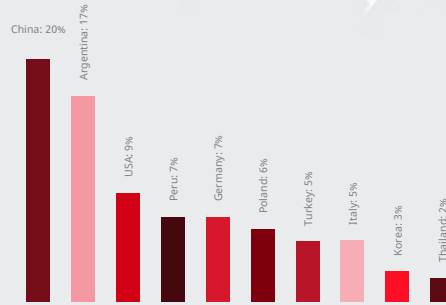


More than **550** exhibitors  
from **23** countries  
**31%** international exhibitors

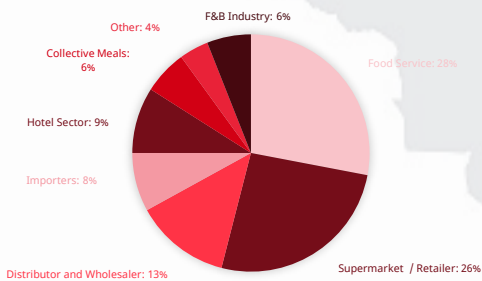
## Top 10 international visitor countries



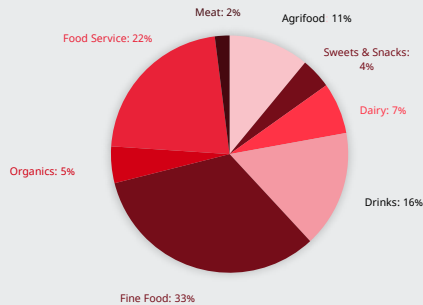
## Top 10 international exhibitor countries



## Visitor Sectors



## Exhibitor Segments



## Highlights / Side Events

- Food Trends Pavilion
- Model Supermarket Demonstration
- Cooking Show
- "We Take Care" Program
- Pizza Maker Championship and Pizza Workshop
- Start-up Zone with Brands and Specialized Content
- "Clash" Latin American Ice Cream Congress
- Halal Zone
- Mega Business Rounds (matchmaking with hosted buyers)
- PRIME CLUB VIP Buyers Lounge
- VIP Premium Buyer Program
- Sindal Equipment and Technology Showroom
- National Congress for Neighbourhood Supermarkets

# Anuga Select China

TASTE THE GLOBE; CAPTURE THE FUTUR

24. - 26.04.2025, Shenzhen

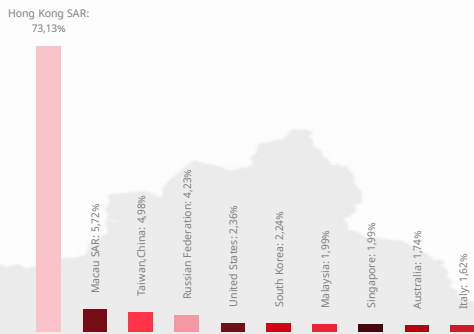


More than **29,390** visitors  
from **74** countries and regions  
**3.6%** international visitors

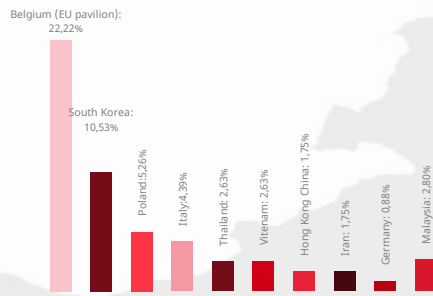


More than **460** exhibitors  
from **30** countries and regions  
**21%** international exhibitors

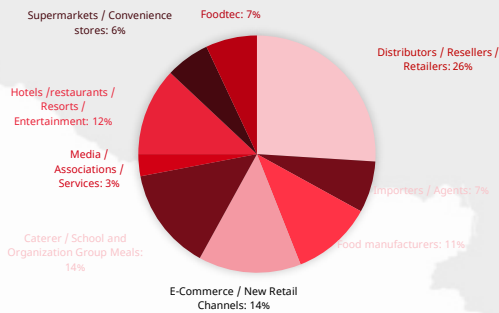
## Top 10 international visitor countries



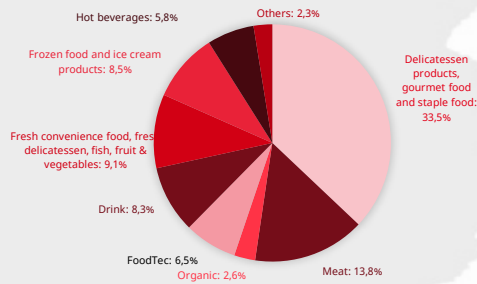
## Top 10 international exhibitor countries



## Visitors Sectors



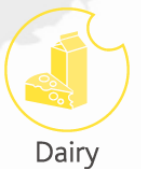
## Exhibitor Segments



## 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





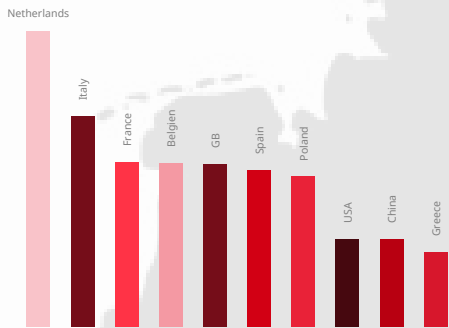


More than **140.000** visitors  
from **200** countries  
**80%** international visitors

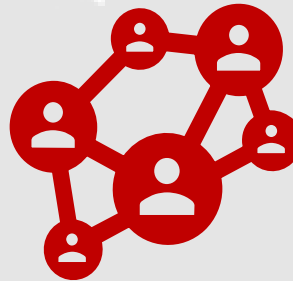


Anuga HORIZON takes place at the same time as Anuga 2025. All Anuga ticket holders have free admission to the Exhibition and Experience area of Anuga HORIZON.

## 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

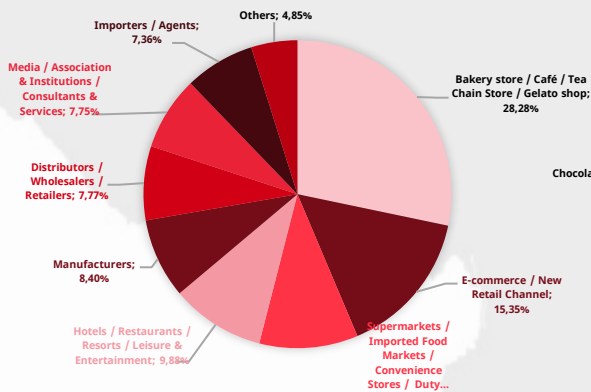


COFFEE

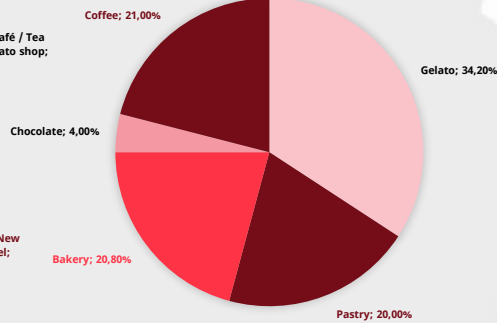


CHOCOLATE

## 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



SWEETS & SNACKS



MEAT



FINE FOOD



RICE



FRUITS & VEGETABLES



SEAFOOD



FROZEN FOOD



DRINKS



FOODTEC

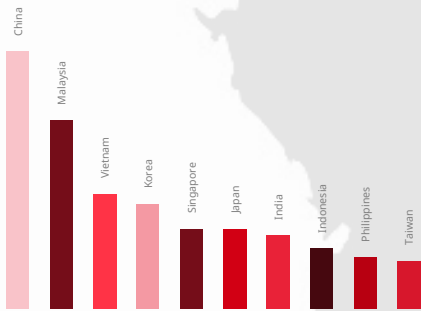


More than **78.764** visitors  
from **133** countries  
**21%** international visitors

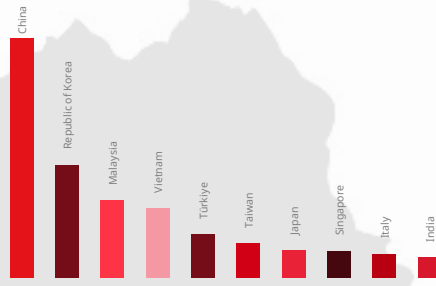


**3.133** exhibitors  
from **52** countries/regions  
**65%** international exhibitors

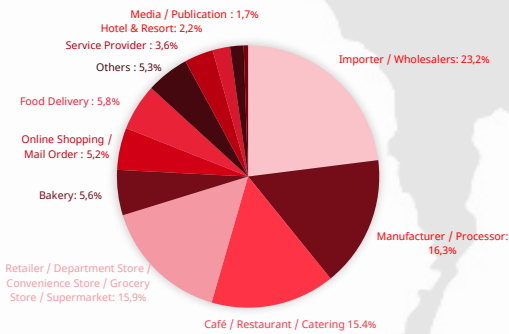
## Top 10 international visitor countries



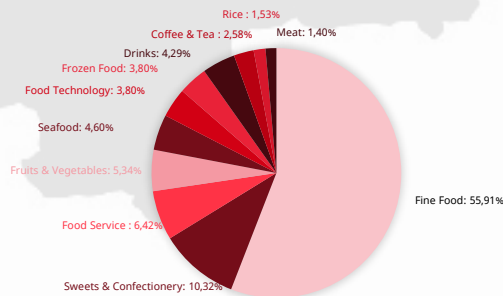
## Top 10 international exhibitor countries



## 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



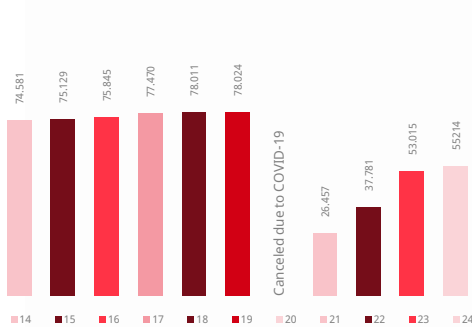
More than **55.214** visitors from east-asian countries



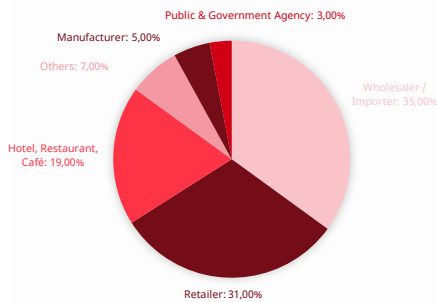
More than **930** brands from more than **15** countries (partner fairs combined)

## Visitors by year

Based on the figures of strategic partner exhibitions in 2024

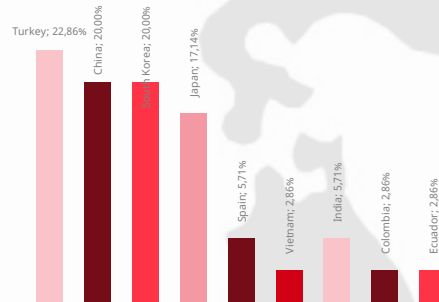


## Visitor Sectors

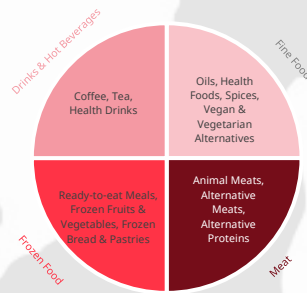


## Top international exhibitor countries

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

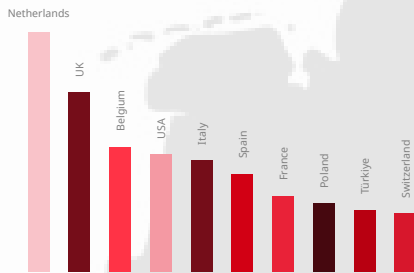


Ca. **35.000** visitors  
from **140** countries  
**72%** international visitors

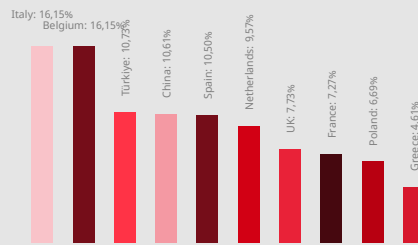


More than **1,500** exhibitors  
from **75** countries  
**88%** international exhibitors

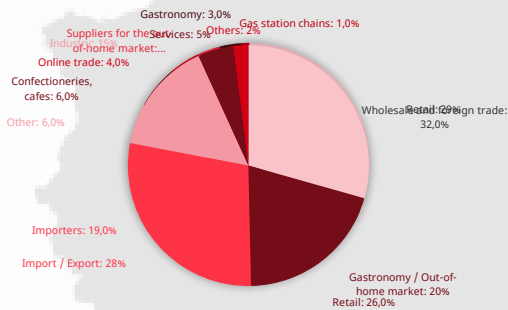
### Top 10 international visitor countries



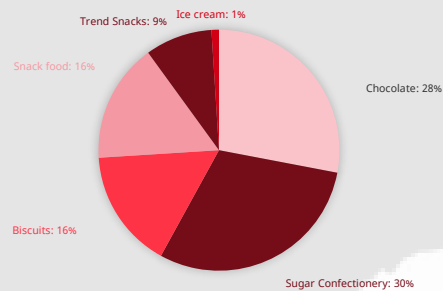
### Top 10 international exhibitor countries



### 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



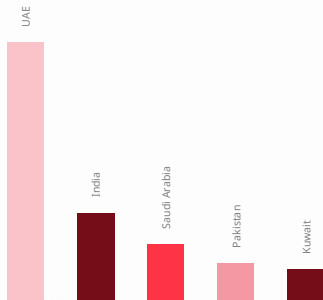


More than **18.700** visitors  
from **116** countries  
**42%** international visitors

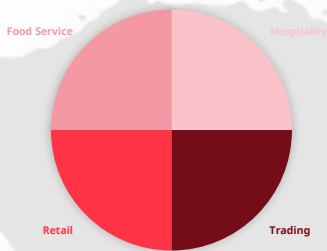


More than **550** exhibitors  
from **57** countries  
**95%** international exhibitors

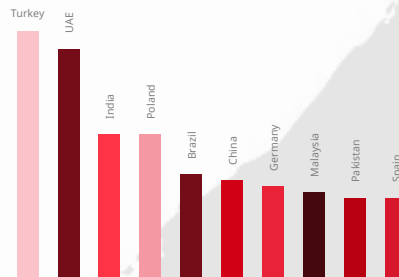
## Top 5 visitor countries



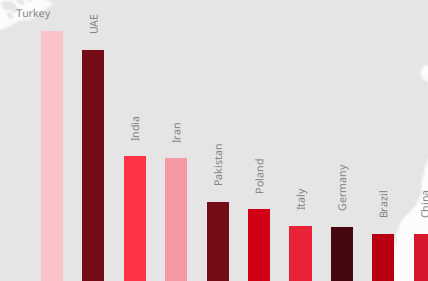
## Visitor Sectors



## Top 10 exhibitor countries



## Top 10 exhibitor countries (m<sup>2</sup>)



## 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

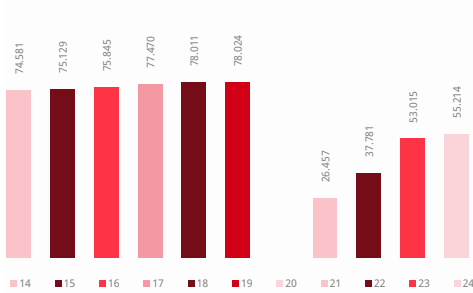


More than **55.214** visitors  
from Japan  
And East Asia

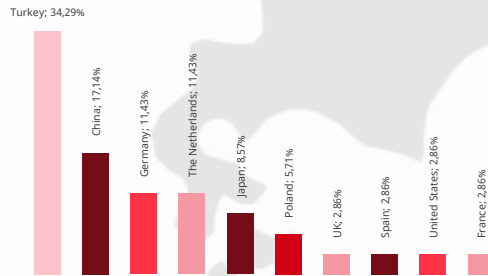


**932** exhibitors (partner fairs combined)  
from more than **15** countries  
**93%** international exhibitors (sweets  
and snacks segment)

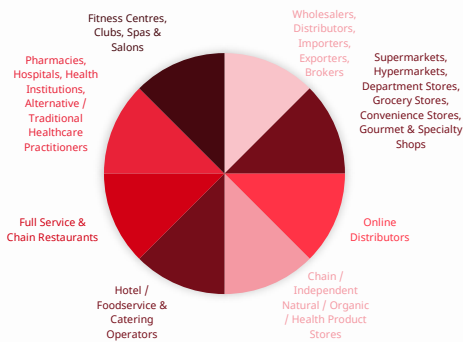
## Top visitors by year



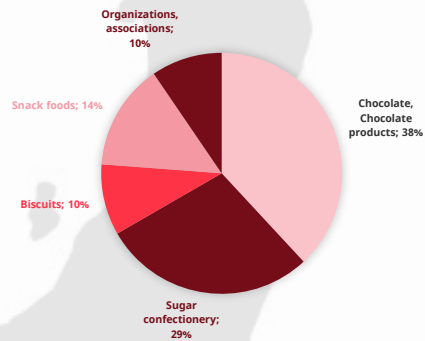
## Top 10 exhibitor countries



## 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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