

# #weareAnuga



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2026



ISM

Cologne, Germany

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

01.-04.02.2026



ISM Ingredients

Cologne, Germany

[www.ISM-Ingredients.com](http://www.ISM-Ingredients.com)

01.-04.02.2026



THAIFEX - HOREC Asia

Bangkok, Thailand

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

11.-13.03.2026



Anuga Select Brazil

São Paulo, Brazil

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

07.-09.04.2026



Anuga Select Japan

Tokyo, Japan

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

15.-17.04.2026



ISM Japan

Tokyo, Japan

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

15.-17.04.2026



Anuga Select China

Shenzhen, China

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

27.-29.04.2026



TUTTOFOOD Milano

Milano, Italy

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

11.-14.05.2026



THAIFEX - Anuga Asia

Bangkok, Thailand

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

26.-30.05.2026



Alimentec

Bogotá, Colombia

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

09.-12.06.2026



ISM Middle East

Dubai, UAE

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

15.-17.09.2026



Anuga Select India

Mumbai, India

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

29.09.-01.10.2026

2027



Anuga Select Ibérica

Madrid, Spain

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

16.-18.02.2027



Anuga

Cologne, Germany

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

09.-13.10.2027

International food events at a glance



# Anuga

THE NO. 1 FOR FOOD & BEVERAGE BUSINESS

09.-13.10.2027, Cologne

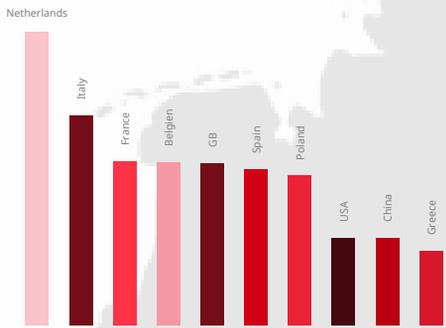


More than **145.000** visitors  
from **190** countries  
**80%** international visitors

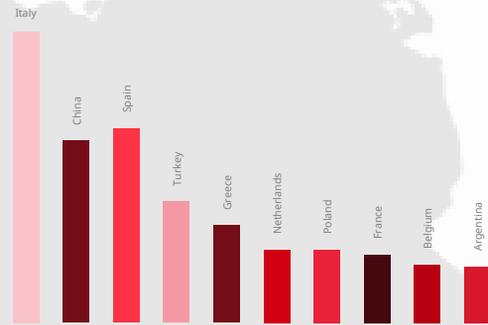


More than **8.000** exhibitors  
**94%** international exhibitors

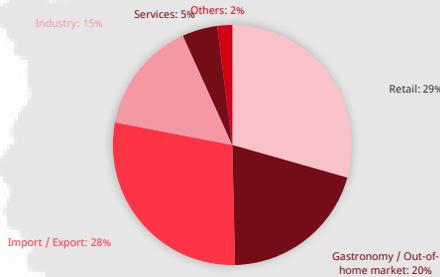
## Top 10 international visitor countries



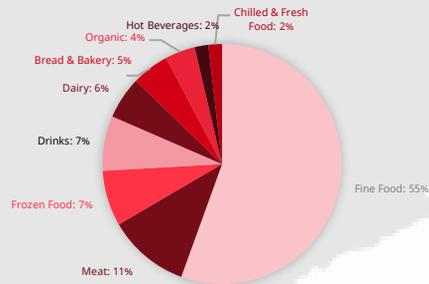
## Top 10 international exhibitor countries



## 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

- Halal
- Gourmet & speciality foods
- Private label
- Alternatives Protein
- Out of Home

→ Apply now for Anuga



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alimentec

# Alimentec

INTERNATIONAL FOOD & HOSPITALITY TRADE FAIR

09. – 12.06.2026, Bogotá

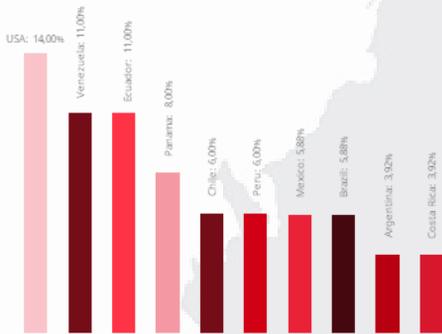


More than **37.000** visitors  
from **26** countries  
**3%** international visitors

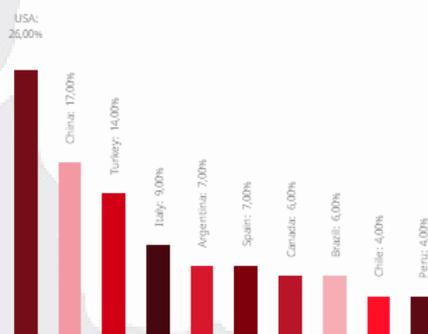


More than **590** exhibitors  
from **12** countries  
**23%** international exhibitors

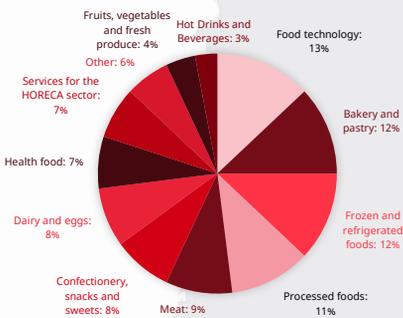
## Top 10 international visitor countries



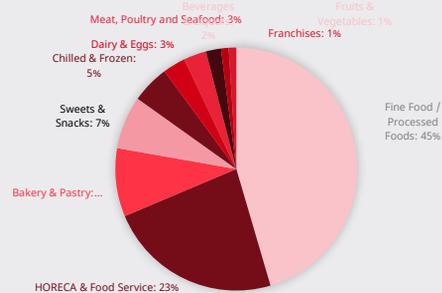
## Top 10 international exhibitor countries



## Visitor sectors



## Exhibitor segments



## 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.



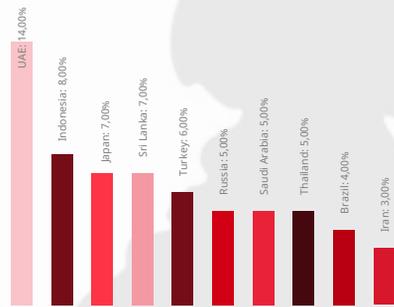


21.661 visitors  
from 60 countries

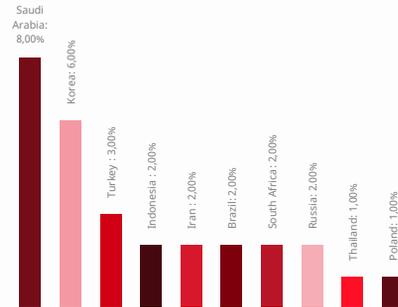


More than 380 exhibitors  
from 19 countries

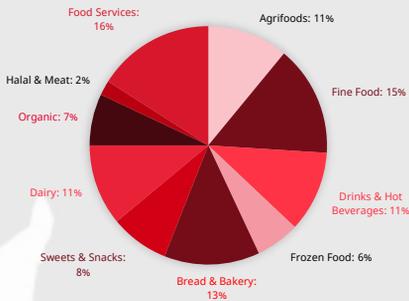
## Top 10 international visitor countries



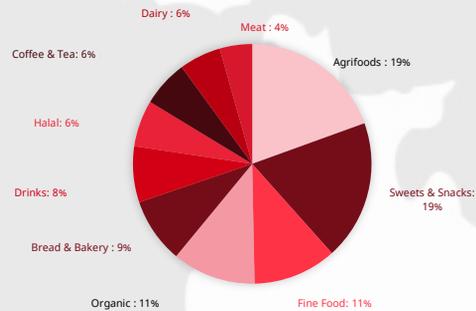
## Top 10 international exhibitor countries



## Visitors interest in product segments



## Exhibitor segments



## Highlights / Side Events

- AI-based B2B Networking & Matchmaking portal
- 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
- ScaleUp Palate featuring inspiring founder journeys of India's trailblazing F&B brands
- Insightful conference sessions by industry expertise
- Saudi Dates Competition where chefs crafted innovative dishes using Saudi Arabia's finest dates

→ Apply now for Anuga Select India

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# Anuga Select Brazil

INTERNATIONAL TRADE SHOW EXCLUSIVELY  
FOR THE FOOD & BEVERAGE SECTOR

07.-09-04.2026, Sao Paulo

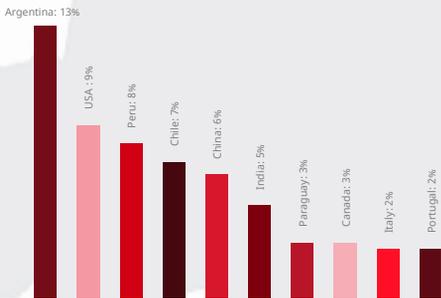


More than **16.000** visitors  
from **63** countries  
**2%** international visitors

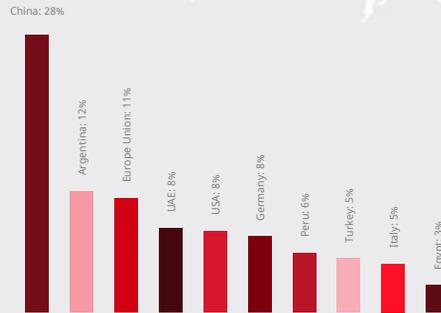


More than **510** exhibitors  
from **38** countries  
**32%** international exhibitors

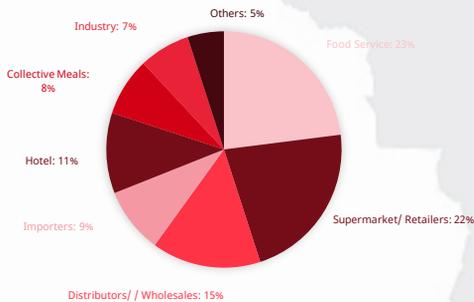
## Top 10 international visitor countries



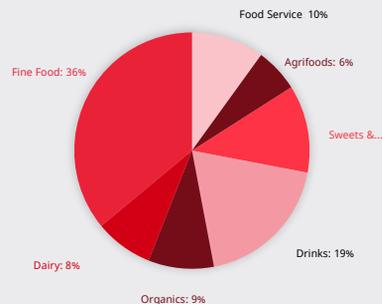
## Top 10 international exhibitor countries



## Visitor Sectors



## Exhibitor Segments



## Highlights / Side Events

- Food Trends Pavilion
- Model Supermarket Demonstration/ National Congress for Neighbourhood Supermarkets
- Cooking Show
- "We Take Care" Program
- Pizza Maker Championship and Pizza Workshop
- Start-up Zone with Fogo Alto
- "Clash" Latin American Ice Cream Congress
- Halal Zone
- Mega Business Rounds (matchmaking with hosted buyers)
- Solidary Ticket
- VIP Premium Buyer Program
- Sindal Equipment and Technology Showroom
- Distributors and Wholesales Lounge (ABAD)

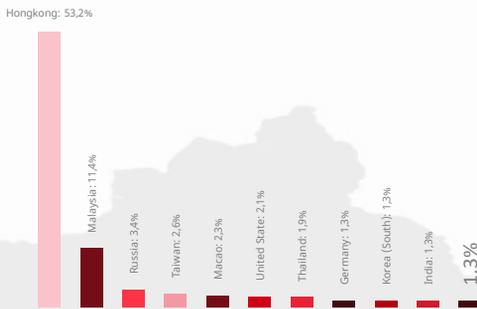


More than **31,428** visitors  
from **51** countries and regions  
**6%** international visitors

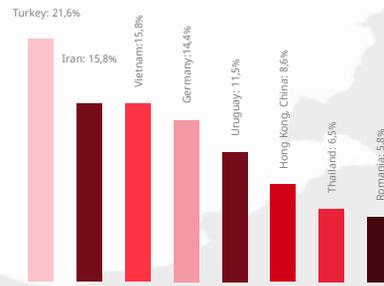


More than **603** exhibitors  
from **20** countries and regions  
**18%** international exhibitors

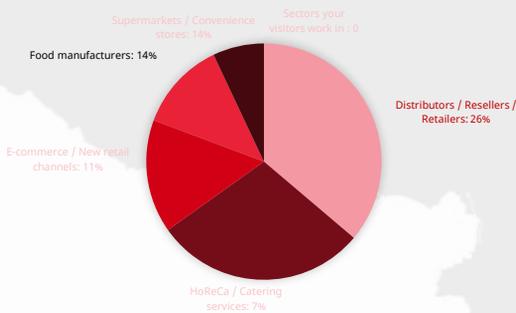
## Top 10 international visitor countries



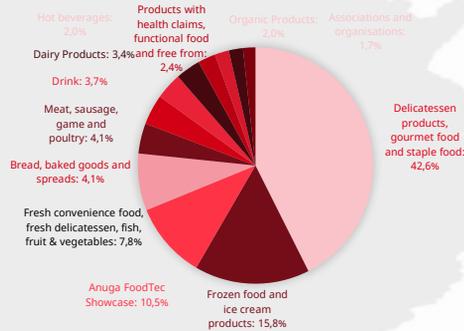
## Top 8 international exhibitor countries



## Visitors Sectors



## Exhibits Segments



## Highlights / Side Events

- The 5th Global Imported Food Retail Market Trends Forum
- The 3rd Fermented Foods and Nutrition Health Forum
- Foodie Space – Gourmet Tasting Event
- Flavors of the Seasons Quest for the Chefs – Solar Term Cuisine Award Selection and Competition
- Business Matchmaking

→ Apply now for Anuga Select China





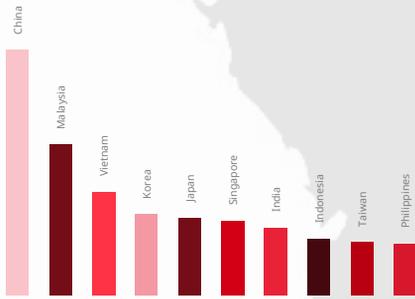
More than **88,349** visitors  
from **143** countries  
**23%** international visitors



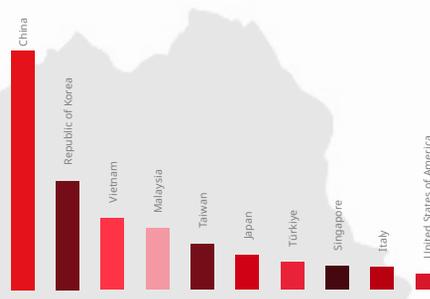
**3,231** exhibitors  
from **57** countries/regions  
**63%** international exhibitors



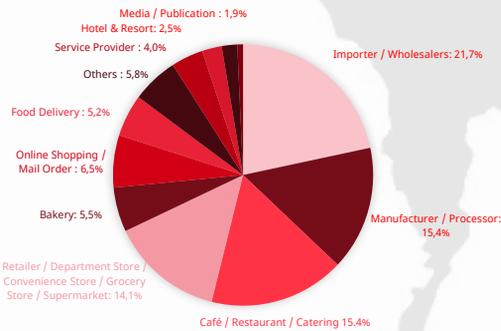
## Top 10 international visitor countries



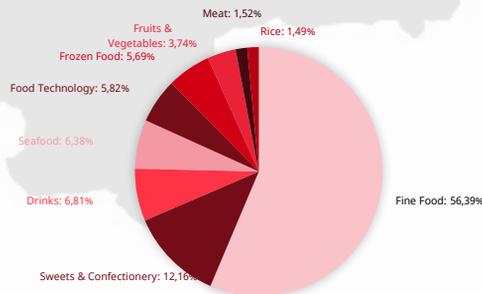
## Top 10 international exhibitor countries



## Visitor Sectors



## Exhibitor Segments



## Highlights / Side Events

In addition to the 9 trade shows under one roof, THAIFEX – Anuga Asia 2026 will feature:

### Special Shows

- THAIFEX – Anuga Startup
- THAIFEX – Anuga *taste*Innovation Show
- THAIFEX – Anuga Trend Zone

### Supporting Programmes

- Hosted Buyer Programme
- Future Food Experience+
- Thailand Ultimate Chef Challenge

→ Apply now for THAIFEX – Anuga Asia



# THAIFEX HOREC Asia

SHAPING THE FUTURE OF HORECA

11.-13.03.2026, Bangkok



More than **19.454** unique trade attendees from **87** countries



**466** exhibitors from **25** countries

## 6 HoReCa Trend Topics

**1 SUSTAINABILITY**

**2 CONTACTLESS**

**3 DIGITALIZED GUEST EXPERIENCE**

**4 PLANT BASED MENU**

**5 FOODWASTE**

**6 ENERGY EFFICIENCY**

## Highlights

**600+** Hosted Buyers in **2,408** Meetings

Academy: with **59** experts in **33** sessions

**55** Innovations in the Xperiential Zone

**10** Innovation Award Winners  
**26** Finalists

## Highlights / Side Events

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

→ Apply now for THAIFEX – HOREC Asia



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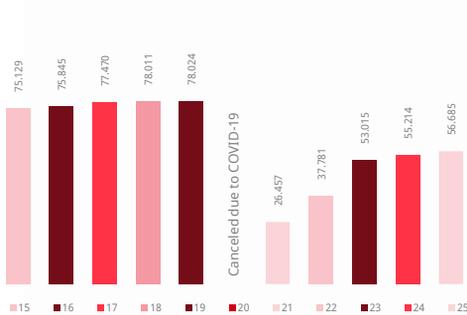
More than **56.000** visitors  
from east-asian countries



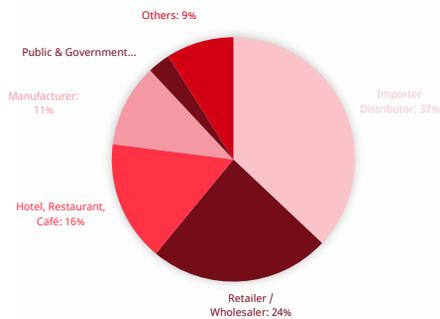
More than **990** brands  
from **12** countries  
(partner fairs combined)

## Visitors by year

Based on the figures of strategic partner exhibitions in 2025

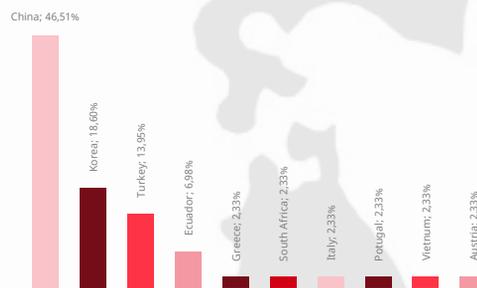


## Visitor Sectors

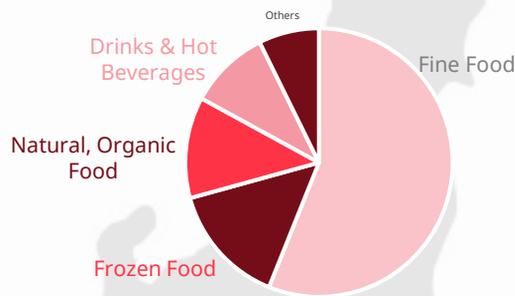


## Top international exhibitor countries

Based on the figures of predecessor exhibition in 2025



## 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
- Co-located with 5 established partner fairs

ISM Japan

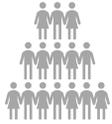
FABEX Tokyo (Organized by Japan Food Journal)

Premium Food Show

ProWine Tokyo



→ Apply now for Anuga Select Japan



Expected:  
More than **46k** visitors  
**30%** from abroad



Expected:  
**800** exhibitors  
**30%** from abroad

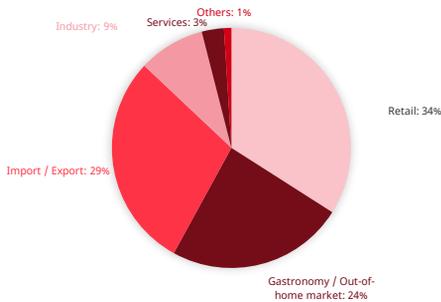
## Top visitor countries (Expected)

- |                 |                  |
|-----------------|------------------|
| 1. Spain        | 6. Benelux       |
| 2. Portugal     | 7. Germany       |
| 3. Italy        | 8. UK            |
| 4. North Africa | 9. Latin America |
| 5. France       |                  |

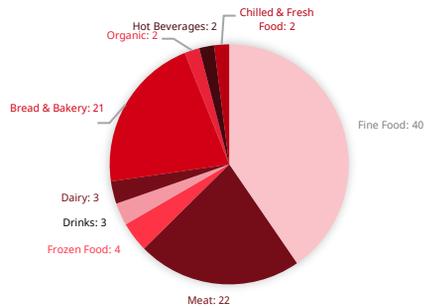
## Top exhibitor countries (Expected)

- |             |                  |
|-------------|------------------|
| 1. Spain    | 6. Latin America |
| 2. Portugal | 7. North Africa  |
| 3. Italy    |                  |
| 4. France   |                  |
| 5. Germany  |                  |

## Visitor Sectors (Expected)



## Exhibitor Segments (Expected)



## Highlights / Side Events

- Premiere in Madrid in 2027
- Organised by Koelnmesse and IFEMA MADRID
- Result of the integration and further development of two established IFEMA MADRID trade fair formats, Meat Attraction and InterSICOP (under its new brand Bake & Ice Attraction)
- Both formats are merging under the umbrella of the Anuga brand



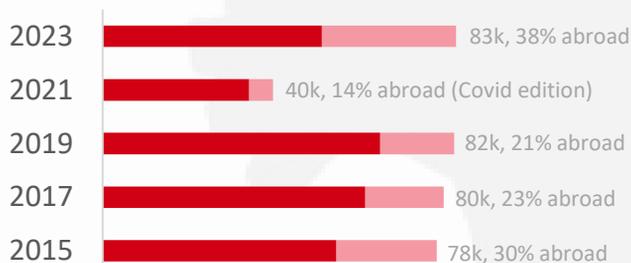


Last edition **2023**:  
More than **83k** visitors  
**38%** from abroad



Last edition **2023**:  
**2.300** exhibitors  
**400** from abroad

## Visitors by year



■ National ■ International

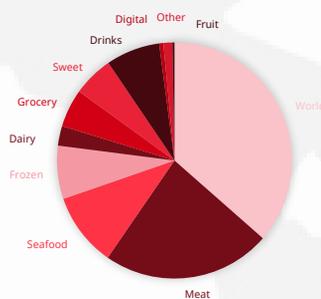
## Top 10 international exhibitor countries (based on 2023 edition)

- |                |                |
|----------------|----------------|
| 1. Spain       | 6. Greece      |
| 2. Netherlands | 7. South Korea |
| 3. France      | 8. UK          |
| 4. Turkey      | 9. USA         |
| 5. Germany     | 10. China      |

## Visitor Sectors



## Exhibitor Segments



## Highlights / Side Events (2025)

- 90k visitors expected
- 3000 qualified visitors invited through the Hosted Buyers Programm
- **Special areas:** TUTTOFOOD Street Experience, Mixology Area, TUTTOFOOD Academy, StartUp, Better Future Awards
- **TUTTOFOOD Week:** after show dinners, exhibitions, tastings, talks, film screenings, and much more! Main theme: Feeding the Future

→ Apply now for TUTTOFOOD



# ISM

THE WORLD'S LARGEST TRADE FAIR FOR SWEETS & SNACKS  
01. – 04.02.2026, Cologne



SWEETS & SNACKS

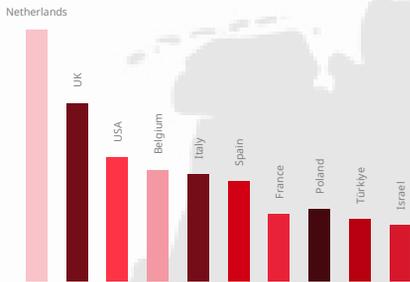


Ca. **32.000** visitors  
from **135** countries  
**71%** international visitors

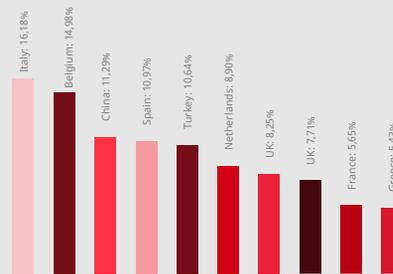


More than **1,500** exhibitors  
from **70** countries  
**89%** international exhibitors

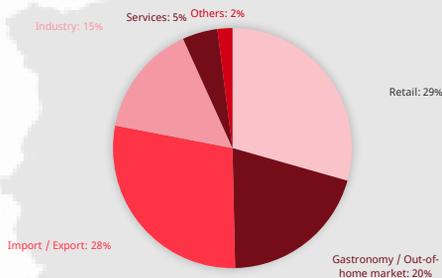
## Top 10 international visitor countries



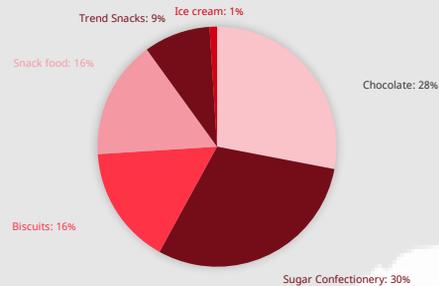
## Top 10 international exhibitor countries



## 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 at the "Gismo Bar", 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", "New Product Showcase" and – new as from ISM 2026 - „ISM Functional Sweets“. Join us at the „Gismo Bar“ for a casual get together on ISM-Tuesday from 5:00 p.m.

### GISMO SQUARE

Here comes the fun: At various places inside ISM, our flamingo mascot Gismo inspires activities such as e.g. "Get your Gismo". Take a break, have some fun with your colleagues, put your dexterity to the test and grab a personalized trade fair souvenir.

→ Apply now for ISM Cologne



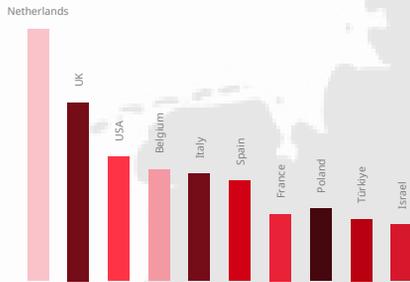


Ca. **32.000** visitors  
from **135** countries  
**71%** international visitors

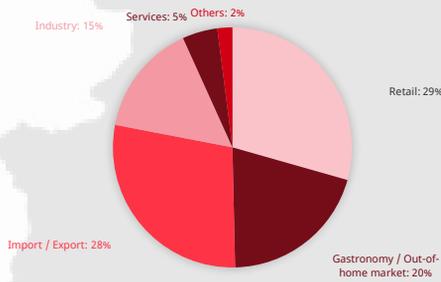


More than **1,500** exhibitors  
from **70** countries  
**89%** international exhibitors

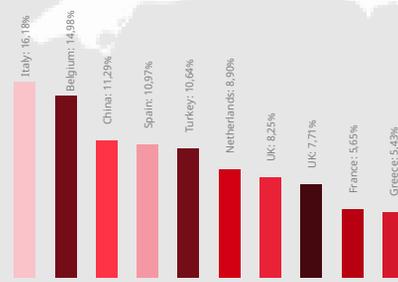
## Top 10 international visitor countries



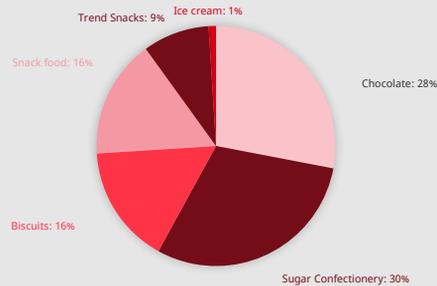
## Visitor Sectors



## Top 10 international exhibitor countries



## Exhibitor Segments



## Highlights / Side Events

- LAB5 BY ISM
- Guided tours
- Sweets talks & tasting stage
- Special show ingredients
- Sweet week networking area
- Party

## Good reasons to attend the ISM Ingredients

- Focus on raw materials & ingredients -the only trade fair specifically for ingredients in the confectionery and snack industry
- Synergies with the ISM - direct assess to top decision-makers and manufacturers
- Platform for innovations - Presentation of new ingredients, alternative raw materials and sustainable solutions
- Response to industry challenges
- Top-class event programme
- Targeted networking - Matchmaking with customers, suppliers and partners
- Special Show Ingredients - Showcase for innovative products and technologies
- International reach - Global impact of ISM for maximum visibility
- directly connected to ISM

→ Apply now for ISM Ingredients

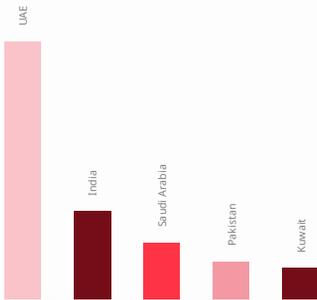


More than **25.000** visitors  
from **133** countries  
**42%** international visitors

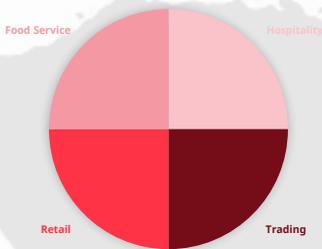


More than **720** exhibitors  
from **66** countries  
**95%** international exhibitors

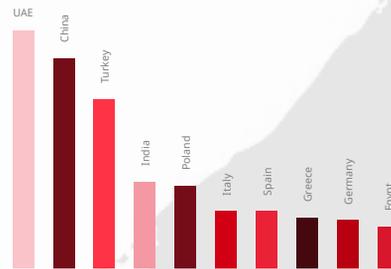
## Top 5 visitor countries



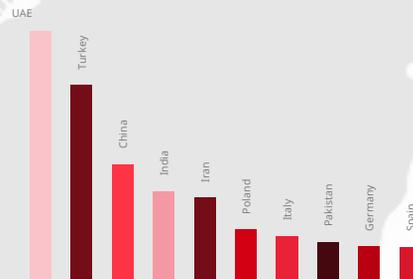
## Visitor Sectors



## 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
- 2 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 festive product“
  - Festive Showcase – special showcase area for festive and seasonal products
  - Exhibitor-Evening „Sweet Connections“

→ Apply now for ISM Middle East

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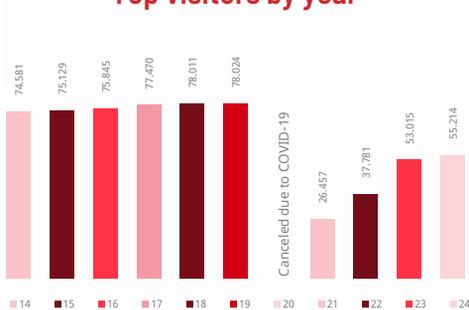


More than **56.000** visitors  
from Japan  
And Overseas

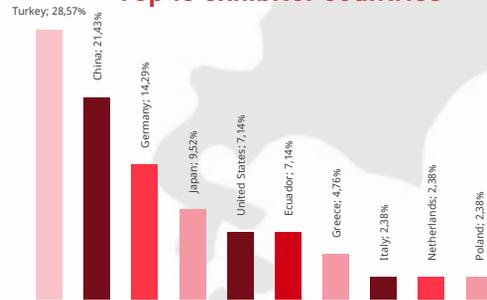


**992** exhibitors (partner fairs combined)  
from **17** countries  
**93%** international exhibitors  
(sweets and snacks segment)

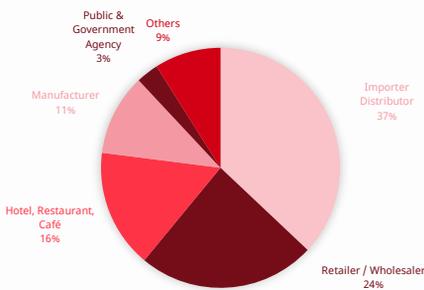
### Top visitors by year



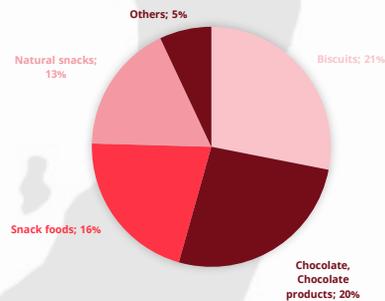
### Top 10 exhibitor countries



### Visitor Sectors



### Exhibitor Segments



## Highlights / Side Events

- The leading trade fair for sweets & snacks in the East Asia region
- Co-located with 5 established partner fairs
  - Anuga Select Japan
  - Dessert Sweets & Bakery Festival
  - FABEX Tokyo
  - Premium Food Show
  - ProWine Tokyo
- ISM Japan New Product Showcase
  - An essential event for professionals seeking to stay ahead of market trends, discover innovative products, and build strategic partnerships in the East Asian market

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