

April 2024, Japan

ANUGA SELECT JAPAN DEBUTS TO OVER 55,000 VISITORS

The premiere of Anuga Select Japan was a resounding success with over 55,000 visitors joining leading global manufacturers and distributors to make Anuga Select Japan a true hub for the food and beverage industry in East Asia.

Tokyo, Japan - April 14, 2024 - Anuga Select Japan 2024, part of the Anuga network of global food and beverage events, concluded on Friday, and showcased a remarkable array of innovative products and industry trends. Held at Tokyo Big Sight from April 10 to April 12, 2024, Anuga Select Japan 2024 witnessed an impressive turnout of exhibitors and visitors from Japan and all across the globe.

The event was held concurrently with 7 other leading food and beverage trade fairs – ISM Japan, Desert Sweets & Bakery Festival, FABEX, Food & Drink OEM Expo, Future Rice Fair, Premium Food Show, and ProWine Tokyo.

With a total of 932 exhibitors from across the globe participating in all 8 partner fairs, Anuga Select Japan 2024 provided a comprehensive platform for companies to present their latest products, technologies, and solutions. From premium, gourmet offerings to cutting-edge plant-based products and more, the event offered a diverse range of offerings to meet the evolving demands of consumers in Japan and East Asia.

The bustling halls of the Tokyo Big Sight welcomed a total of 55,214 visitors during the course of Anuga Select Japan 2024. This significant attendance solidifies the event's status as a key meeting point for professionals within the East Asian market, fostering valuable networking opportunities.

One of the highlights of Anuga Select Japan 2024 was the prestigious Anuga Select Japan Innovation Awards, recognizing outstanding contributions to product innovation. The accolade was awarded to three companies: RAWGA (Republic of Korea) who exhibited plant-based collagen jelly, Balgo Smart Spoons who showcased their honey drinks in portable spoon form (Turkey), and the Japan Soyfood Meister Association for GAMMO - a modern adaptation of a traditional Japanese tofu-based food.

The trade fair also featured an exciting lineup of seminars primarily targeted at providing international companies valuable information for entering the Japanese market as well as seminars on emerging consumer trends.

Looking ahead, Koelnmesse is pleased to announce the dates for **Anuga Select Japan 2025, which will take place at Tokyo Big Sight from April 15 to April 17, 2025**. Building upon the success of its debut, Anuga Select Japan 2025 promises to continue providing a platform for industry leaders, innovators, and enthusiasts to converge and explore the latest trends and developments in the food and beverage market. In addition it will look to further the synergies with its partner fairs - creating Japan's leading, clearly segmented food and beverage trade fair.



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For more information about Anuga Select Japan and updates regarding Anuga Select Japan 2025, please visit anuga-japan.com.

Anuga Select Japan 2024 and partner fairs in numbers:

- 932 Exhibitors
- 55,214 visitors
- Over 85% international exhibitors in the gourmet and alternative food and beverage segment

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Koelnmesse – Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as Anuga, ISM and Anuga FoodTec in Cologne, Germany are established world leaders. Furthermore, Koelnmesse organises food trade fairs in growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand and the United Arab Emirates, which have different focuses and contents.

These global activities enable Koelnmesse to offer customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

The next events:

Anuga Select China, Taste the Globe, Capture the Future, Shenzhen 24.04. – 26.04.2024

THAIFEX – Anuga Asia – Go Beyond Food Experience, Bangkok 06.03. - 08.03.2024

Alimentec, Taste the Future of Latin America, Bogotá 18.06. – 21.06.2024

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<https://www.linkedin.com/company/anuga-japan/>

For more information visit [Anuga Japan | Global Competence in Food \(anuga-japan.com\)](https://anuga-japan.com).

Upcoming #weareAnuga events

Anuga Select China – 24.-26.04.2024, Shenzhen, China

Thaifex - Anuga Asia – 28.05.-01.06.2024, Bangkok, Thailand

Alimentec – 18.-21.06.2024, Bogota, Colombia

Anuga Select India – 28.-30.08.2024, Mumbai, India

Anuga – 04.-08.10.2025, Cologne, Germany

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