

April 2023, Japan

Anuga Select Japan Set to Launch in 2024

Anuga, the largest network of food and beverage events in the world will make its Japanese debut in 2024.

Tokyo, Japan, 13 April, 2023 — Building upon the strength of the Anuga brand, the inaugural Anuga Select Japan is set to take place at Tokyo Big Sight from 10-12 April, 2024. Taking into account both cultural and consumption trends in East Asia and across the globe, the theme of the 2024 edition will be "Healthy Food for a Healthy Planet."

Anuga Select Japan will be uniquely co-located with 7 established partner fairs, each with a specialised focus in the food and beverage industry: ISM Japan (sweets and snacks, organised by Koelnmesse), Dessert Sweets & Bakery Festival, FABEX (food, processing and cooking equipment, containers and dishware), Food & Drink OEM Expo, Future Rice Fair, Premium Food Show, and ProWine Tokyo (wine and spirits). These 8 concurrent trade fairs under one roof combine to make a one-stop shop for all culinary and gastronomic needs.

The trade fair will feature products in four distinct categories selected for their strong demand in East Asia: Anuga Fine Food (gourmet foods and delicatessen, health and functional foods, organic foods and superfoods, vegan and vegetarian options, spices and oils, regional specialties, etc.), Anuga Meat (animal meats, alternative meat products, alternative proteins, etc.), Anuga Drinks (tea, coffee, health drinks, etc.) and Anuga Frozen Food (convenience products, ready-to-eat frozen meals, frozen fruits and vegetables, frozen breads and pastries, etc.). The event provides a platform for exhibitors from around the world to showcase their products and services to buyers, importers, distributors, retailers, and other decision-makers.

The four select categories offer participants a curated taste of the wider Anuga catalogue of product showcases that can be experienced at Anuga trade fairs in Cologne, Germany and around the world.

The theme of "Healthy Food for a Healthy Planet" reflects the growing global hunger for healthy foods and growing concern for sustainability and the impact of food production on the environment. The trade fair will feature products and services that promote sustainable practices, including organic food products, plant-based



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alternatives, and eco-friendly packaging solutions.

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With an aging society that is increasingly focused on products that can support long, healthy lives and a tradition of healthy foods and beverages, Japan is perfectly situated to be a hub for discourse on the topic in the East Asian region.

Joining Anuga events in Germany, Brazil, China, Colombia, India and Thailand, Anuga Select Japan is set to bolster a strong, growing global network for the food and beverage industry. By taking part in Anuga Select Japan, participants gain access to a network that extends far beyond those physically present at the trade show.

On the potential of the food and beverage industry in East Asia, Koelnmesse Vice President of Trade Fair Management, Mr Bastian Mingers stated, "We are excited to bring this innovative event platform to a mature market like Japan in order to realise the great amount of untapped potential that still remains in the country and East Asia. Over the last two decades of Thaifex - Anuga Asia trade fairs in Thailand, we have witnessed enormous growth. This sets a great precedent for Anuga in Japan."

Managing Director of Koelnmesse Japan, Mr Makoto Takagi, emphasized the status of Japan as a proven test market for East Asia, remarking, "Time and again, products that have succeeded in Japan have also succeeded in other East Asian countries. Testing your product in Japan is a great barometer for its potential in the entire region."

The fair will also feature a series of engaging seminars and workshops with industry leaders that will provide valuable insights into trends in the food and beverage industry.

For more information about Anuga Select Japan 2024 and how to participate, please visit the official website at <https://anuga-japan.com>.

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Upcoming Food and FoodTec Events

ISM Cologne The world's largest trade fair for sweets and snacks
23.04. - 25.04.2023, Cologne, Germany

ANUFOOD China The leading food and beverage exhibition for Southern China
10.05. - 12.05.2023, Shenzhen, China

THAIFEX - Anuga Asia Re-imagine the future of the food and beverage industry
23.05. - 27.05.2023, Bangkok, Thailand

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ANUFOOD India India's international exhibition on food and beverage trade and retail
07.09. - 09.09.2023, Mumbai, India

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.

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