



Register now: Sales launch for Anuga FoodTec 2021



Being quick off the mark pays off: Anuga FoodTec, the leading international supplier fair for the food and beverage industry, is being staged from 23 to 26 March 2021. Companies interested in participating have been able to book their trade fair presence since 13 May 2019 - what's more at the best conditions. The application forms for Anuga FoodTec 2021 are available online at www.anugafoodtec.com/registration now.

The early bird phase of Anuga FoodTec has begun and thus also the race for the best places. Because for companies that register early the chance that individual stand positions can be taken into account increases overall. Furthermore, early bookers save Euro 20/m²! The early bird phase of Anuga FoodTec 2021 ends already on 14 February 2020, which is around 3 ½



months earlier than previously. This will enable us to send out the confirmations for the stand area earlier and thus gives the exhibitors more time to organise their trade fair and stand planning. The application forms for Anuga FoodTec 2021 can be found here

www.anugafoodtec.com/registration

Anuga FoodTec 2021 is open for trade visitors from 23 to 25 March 2021 from 9:00 a.m. to 6:00 p.m. and on 26 March, the last day, from 9:00 a.m. to 4:00 p.m. (NEW).

At the next Anuga FoodTec, the trade visitors can once again look forward to an offer of suppliers from the food and beverage sector that is unique in terms of its breadth and depth. In addition to the trends and new products of the sector, the industry's top themes will also be presented in an attention-grabbing and practical manner. For example, for the first time own sections are planned for 'Digitalisation', 'Automation', 'Environment & Energy', 'Intralogistics' as well as 'Science & Pioneering'. Anuga FoodTec 2021 will be perfectly enhanced by an extensive and target group-oriented event programme, which will offer the trade visitors additional added value.



In 2018, Anuga FoodTec achieved a record result: More than 50,000 trade visitors from 154 countries informed themselves in Cologne about the innovations and further developments of the supplier industry. In total, 1,657 exhibitors took part in the leading international supplier fair for the food and beverage industry.

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 the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

