



## ANUGA 2021

Cologne, Germany

October 9-13, 2021

Every two years Cologne hosts ANUGA, one of the most attended and cosmopolitan tradeshows in the world. In 2019, approximately 170,000 visitors from all over the world attended the event. This show is a great platform for international business; about 75% of the visitors were foreign. ANUGA is divided into smaller sections each representing a different segment of the broad food industry; these are some of the categories that comprise ANUGA: Fine Food, Frozen Food, Meat, Chilled & Fresh Food, Dairy, Bread & Bakery, Drinks, Organic, Hot Beverages, and Culinary Concepts. All of these offer unparalleled business opportunities for both visitors and exhibitors; furthermore, these are some of the products in high demand at the tradeshow: vegan & vegetarian options, organic, fair trade products, gluten-free products, and lactose-free products.

**In 2021, the tradeshow organizer has implemented measures to mitigate exposure to COVID-19. As a part of safety measures, the organizers have decided to offer a minimum booth size of 15m<sup>2</sup>. Join SUSTA in this exciting event, enjoy a larger booth to exhibit, and meet with buyers safely!**

**Participation Fee:** \$5,705 (if you register and pay before May 9, 2021)  
\$5,905 (if you register after May 9, 2021)

### Fee Includes:

- 15m<sup>2</sup> booth and standard furniture package
- Sample shipping from consolidation point to show (100lbs gross weight)
- Participants are required to exhibit on all show days

**Registration Deadline: July 9, 2021 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**INDUSTRY FOCUS:** Food Service Products, Ingredient, Natural/Health, Organic, Retail Product  
**PRODUCT DESCRIPTION:** Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages

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