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Anuga Select and Anuga FoodTec 2024 set new standards for innovation and expansion

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By **Shraddha Warde** | August 30, 2024



L-R - Denis Steker, Dr. Sudhanshu, Milind Dixit, Ameya Prabhu

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Koelnmesse Pvt. Ltd. announced the successful launch of Anuga Select and Anuga FoodTec on Wednesday, the two landmark exhibitions that are redefining excellence in the food and beverage industry. From Day 1, these events have set an unprecedented benchmark for innovation and industry advancement.

The exhibitions kicked off with a strong turnout of industry leaders, trailblazers, and decision-makers. The agenda featured groundbreaking sessions aimed at driving transformative growth across the sector. A highlight was the introduction of the Innovative TrendZone, showcasing standout brands like The Misfits, Joyspoon, and Krunchillo, selected from 60 nominations.

Day 1 Highlights:

Revolutionizing Business and Technology: Presentations focused on transformative technologies and strategies for the food and beverage industry, with an emphasis on supporting start-ups and MSMEs.

Empowering MSMEs with Financial Solutions: Tailored financial products were showcased, offering insights on securing funding, managing finances, and driving sustainable growth for MSMEs.

Mastering Global Market Expansion: Experts provided key strategies for entering international markets, focusing on navigating global regulations to achieve export success.

Innovating Winning Products: Sessions offered deep insights into product innovation, helping companies create products that meet consumer expectations and stand out in competitive markets.

Prominent brands like Chitale Foods, MDH Masala, Catch Masale, and Moisoi, along with international pavilions from countries such as Brazil, Indonesia, and Italy, showcased their products, further highlighting the event’s global reach.

Denis Steker, Senior VP of Koelnmesse, remarked, “Day 1 has been a remarkable success, setting a high standard for industry events. The insightful sessions on business technologies and global market strategies truly showcase the potential within the food and beverage industry.”

Milind Dixit, Managing Director of Koelnmesse, added, “The first day’s agenda provided invaluable resources for advancing the sector, with a powerful array of topics and a diverse lineup of brands demonstrating excellence and innovation.”

Anuga Select and Anuga FoodTec 2024 continue to offer high-value content, networking opportunities, and pivotal industry insights, solidifying their role as premier platforms for industry growth.

Read online: https://nuffoodsspectrum.in/news/32/21467/anuga-select-and-anuga-foodtec-2024-set-new-standards-for-innovation-and-expansion.html
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