



**anuga**  
SELECT

Japan

[www.anuga-japan.com](http://www.anuga-japan.com)

TOKYO, 10.–12.04.2024

# WHERE TRADE AND TRENDS ARISE



# Healthy Food for a Healthy Planet

More than ever before, there is a global hunger for foods that are both good for our bodies and good for our planet. This is increasingly the case in the East Asian region where populations continue to age and climate change poses imminent threats.

A health-conscious nation, Japan serves as a regional hub and entry point into the East Asian market. Anuga Select

Japan will see healthy and sustainable foods and beverages of all kinds take the stage together under the categories of Fine Food, Meat, Drinks and Frozen Food.

Join Anuga Select Japan and get connected to the food and beverage industry in Japan, East Asia and the world at-large through our global network.

## ● Four Food and Drink Categories

### Anuga Fine Food

Oils, health foods, spices, vegan and vegetarian options, etc.

### Anuga Drinks

Coffee, tea, health drinks, etc.

### Anuga Meat

Animal Meats, alternative meat products, alternative protein products, etc.

### Anuga Frozen Food

Ready-to-eat meals, frozen fruits and vegetables, frozen breads and pastries, etc.





# ● East Asia

Home to  
**1.7 billion**<sup>\*1</sup>  
people

GDP of  
**\$29**  
trillion<sup>\*2</sup>

- ▶ Highly connected region with Japan as a proven test market
- ▶ Aging societies that are hungry for healthy foods
- ▶ Becoming more conscious about environmental issues and the SDGs
- ▶ Expected to become the biggest food and beverage region by consumption worldwide by 2030

\*1. Source: United Nations World Population Prospects 2022

\*2. Source: IMF

## ● Food Trends Japan and East Asia

### Anuga Fine Food

Japan – 3rd largest consumer of health food in the world  
Japanese health food market worth more than \$13B<sup>\*3</sup>  
\$4.18M (2020) in olive oil imports<sup>\*4</sup>

### Anuga Meat

Japanese alternative meat market to increase **2.3x** by 2030<sup>\*5</sup>  
East Asia meat market – **12.91% CAGR**<sup>\*6</sup>

### Anuga Drinks

East Asia coffee market – **5.54% CAGR**<sup>\*6</sup>  
East Asia tea market – **4.60% CAGR**<sup>\*6</sup>

### Anuga Frozen Food

Increase in consumption due to rise of remote work  
Japan frozen food production – **5.2% YoY** increase (2021)<sup>\*7</sup>

\*3. Source: USDA Foreign Agricultural Service \*4. Source: OEC \*5. Source: Seed Planning, Inc.

\*6. Source: Statista \*7. Source: Japan Frozen Food Association



## ● Get Connected

- **The largest food and beverage network in the world**

Anuga based events in Germany, Thailand, Brazil, China, Colombia, India and now Japan, with strong networks in each location.

- **Digital communication and marketing platform**

Show off your products and latest releases, make and manage connections and more with the Anuga Select digital platform.

- **Human support – anytime, anywhere**

From event planning and support to introducing industry contacts and more, Koelnmesse has real human staff all over the globe ready to help you with whatever you need.

- **Product-specific pavilions**

Make connections in your specific area with our themed pavilions, such as our “From Leaf to Cup” World Tea Pavilion.

- **Engaging seminars and events**

Keep up to date with the latest trends in food and beverages with seminars from industry leaders and experts.





# • 5 Reasons to Participate

## Reason: 1 >>>

Get Connected to  
the Global Anuga Network

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## Reason: 2 >>>

Meet key decision-makers from  
a variety of companies  
and brand across  
the East Asian region

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## Reason: 3 >>>

Pre-show, on-site  
and post-event  
engagement opportunities

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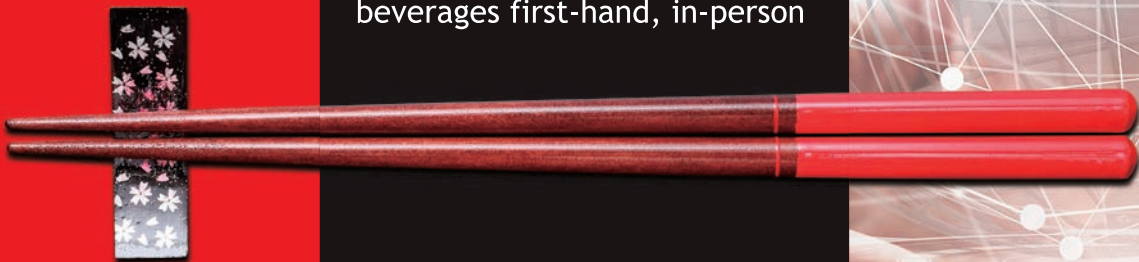
## Reason: 4 >>>

Test your product in Japan  
before expanding across  
East Asia

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## Reason: 5 >>>

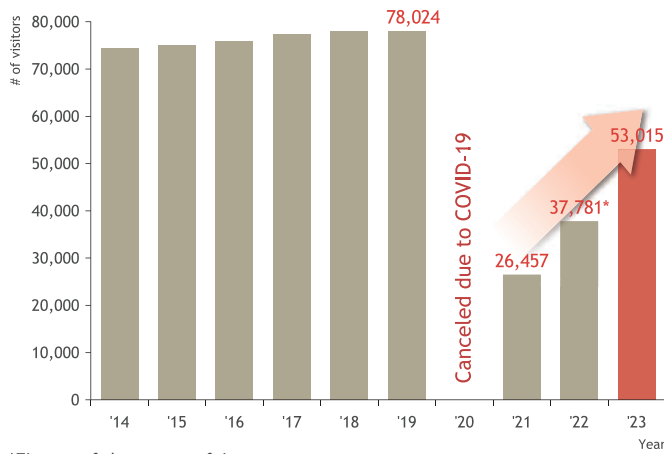
Learn about and experience  
the latest trends in food and  
beverages first-hand, in-person



# Visitor Statistics

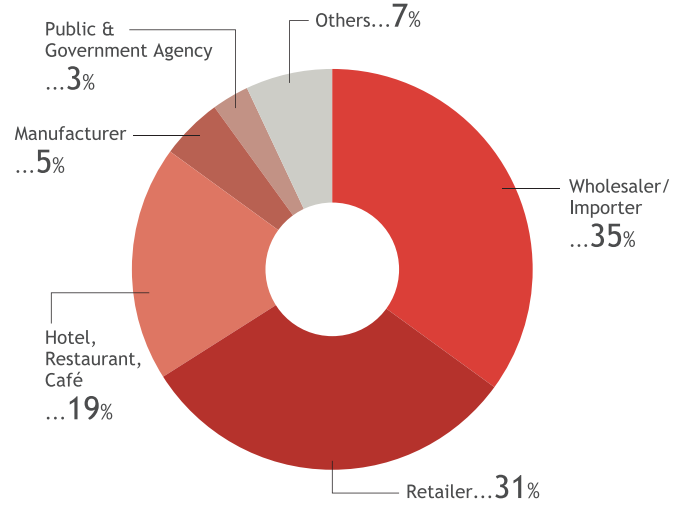
## Visitors by year

Based on the figures of strategic partner exhibitions in 2023



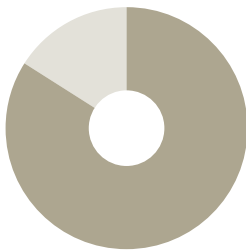
\*Figures of the partner fairs.

## Visitors by Industry Group



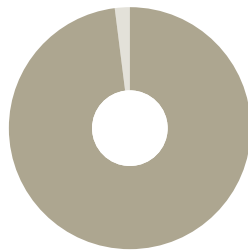
### Feedback from visitors

Involved in decision making



Yes **84%**

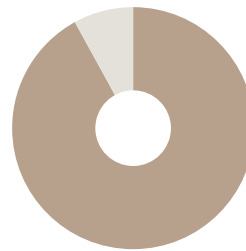
Will visit in 2024



Yes **98%**

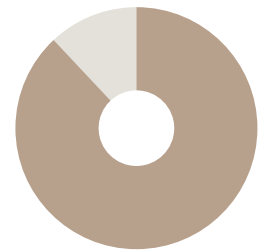
### According to exhibitors

Quality of visitors



Excellent + Good **92%**

Ease of finding new business partners



Excellent + Good **88%**

# Participation Options

All prices are inclusive of 10% tax



Raw Space  
JPY 49,500/m<sup>2</sup>  
min. 18m<sup>2</sup>



Standard Booth Package  
JPY 69,300/m<sup>2</sup>  
min. 9m<sup>2</sup>

\*Includes: space, basic booth decoration, counter graphic and meeting table set

### Themed Pavilions

Oils of the World

Teas of the World: From Leaf to Cup

JPY 89,100/m<sup>2</sup>

\*Includes: space, pavilion tower construction, wall graphics, pavilion advertisement package

## CONTACT US

### INTERNATIONAL / JAPAN

YOKO FUJISHIMA (MS.)  
fujishima@koelnmesse.jp  
+81 3 5357 1280

### GERMANY

NILS-HOLGER GLOMME (MR.)  
n.glomme@koelnmesse.de  
+49 221 821 2374

### ASIA

WENDY LIM (MS.)  
wendy.lim@koelnmesse.com.sg  
+65 6500 6710



Contact via email