

ANUGA 2021

October 9-13, 2021
Cologne, Germany



Exhibit with the Georgia Department of Economic Development (GDEcD) at one of the largest food and beverage trade shows in the world. The last edition of Anuga welcomed 170,000 visitors from 201 countries and 7,500 exhibiting companies, highlighting its status as the leading food industry event to connect with global buyers. Leaders representing every sector of the industry, from food service to retail, will come to Cologne to seize new business opportunities, strengthen existing partnerships and discover innovative products. Anuga is where international connections are made and relationships are built.

EVENT DETAILS

Apply: www.georgia.org/apply

Participation Fee: \$3,000

Deadline: August 1, 2021

For more information: Stefan Harrigan, Associate International Trade Manager, sharrigan@georgia.org or +1.678.332.4080

Website: <https://www.anuga.com/>

TARGET PRODUCTS

- Convenience Foods
- Ingredients
- Peanuts and Tree Nuts
- Condiments and Sauces
- Natural, Health, and Organic Foods
- Meat, Poultry, and Frozen Foods

QUALIFIED EXPORTERS RECEIVE

- Shared turn-key booth within USA Pavilion
- Introductions to key contacts and follow-up assistance from GDEcD's teams in Atlanta and Munich
- Partial travel reimbursements through [Go Global Georgia](#) for eligible companies who are approved
- Company listing in official Anuga show catalogue and inclusion in all GDEcD show-related communications

WHY EXHIBIT AT ANUGA?

- According to the World Trade Organization, agricultural exports have been among the most resilient of any trade sector during the COVID-19 pandemic.
- Georgia exporters have remained particularly resilient, with Georgia ranking 9th in the nation for agricultural exports in 2020. Georgia ag exports have increased 40% in the past decade.
- Germany is now Georgia's second-largest export market, with total Georgia exports to Germany increasing by nearly 50% from 2019 to 2020 alone
- New COVID-compliant walk-up stations with plexi-screens have replaced traditional booths, allowing for requisite distancing while still maintaining face-to-face interaction

