

FOOD Philippines



COLOGNE, GERMANY
OCTOBER 4 - 8, 2025

ABOUT ANUGA

ANUGA is one of the largest and most influential food and beverage trade shows in the world. In its last edition, it gathered around 140,000 trade visitors from over 200 countries and featured approximately 7,900 exhibitors from 118 nations. Known for its comprehensive showcase of global culinary trends, the event brought together manufacturers, exporters, retailers, food service professionals, and decision-makers to explore innovations and build trade connections across various sectors.

Highlights of past Philippine participation under the unified country brands of FoodPhilippines and CoconutPhilippines featured 24 exhibitors within a 145 sqm pavilion located in Hall 1.2 (Fine Food). The country's strong presence resulted in 456 buyer inquiries and generated export sales of over US\$22.9 million. This successful participation reaffirmed the Philippines' position as a competitive source of high-quality food products and strengthened its visibility in the global marketplace.

WHY PARTICIPATE?

- Showcase Halal and Organic/Healthy-certified products under the IFEX Philippines branding.
- Access over 140,000 trade visitors from 200 countries.
- Participate in one of the world's leading food and beverage trade fairs.
- B2B matching with EU-based buyers via FTSC and PTIC-Berlin.
- Benefit from EU-GSP+ for eligible Philippine products.
- On-site product display and sampling area.
- Market sensing opportunities in Germany.

TARGET PARTICIPANTS

Participants must be Filipino:

- Food manufacturers
- Producers
- Exporters
- Traders

Participants must be open to private labelling

- Mandatory Requirements:
- FDA-LTO and CPR
- HACCP
- Any of the following certifications: Halal, Organic, BRC, ISO and FSSC

All mandatory requirements must be valid

PARTICIPATION FEE

USD \$6,500 (**Premium/Corner**)

USD \$6,000 (**Regular**)

USD \$7,500 (**companies not part of IFEX 2025**)

KEY TIMELINE

Deadline for Submission:

Application form - **July 18, 2025**

Payment of Fees - **As stated on the Statement of Account**

Exhibitor's Briefing:

1st - August 08, 2025

2nd - September 04, 2025

+ REGISTER NOW

CONTACT US

Organized By:

Center for International Trade Expositions and Missions (CITEM)

In partnership with: PhilExport, FTSC, PTIC-Berlin

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