

Foodexpo: A Highly Relevant Anniversary Event in Constant Motion

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Continuous development characterizes the anniversary event Foodexpo, which will take place at MCH Messecenter Herning from March 17-19, 2024, marking its 10th edition in 20 years. The largest food fair in the Nordic region keeps itself fresh and up-to-date—thanks in part to a close collaboration with 13 leading industry associations, who consider the existence of the fair crucial.



From March 17-19, 2024, Foodexpo will bring together the food industry at MCH Messecenter Herning for the 10th time in 20 years. Photo: MCH/Tony Brøchner.

More than 450 exhibitors, representing the entire food industry, a multitude of events focused on sustainability and prestigious professional competitions, halls dedicated to organic products and retail, and even a fashion show centered on workwear, are just some of the elements that make up this year's edition of Foodexpo. This marks the 10th time in 20 years—a milestone that has prompted Niels Jensen, CEO of the industry association MLDK Mærkevarerleverandørerne, to reflect on the history of the fair, from when he was new in his role:

"One of my first tasks as the new director of the association was to join the fair's committee for Foodexpo, because it had been decided that national fairs needed to be strengthened and renewed. I vividly remember the launch—we were proud because we were satisfied with what we had accomplished, and because the involved wholesalers and our members fully supported us. We were, of course, also very anxious about whether we could meet the expectations of exhibitors and visitors, but fortunately, we could," says Niels Jensen, describing the impact of these successful initiatives:

"Most importantly, the new concept, industry collaboration, and support formed the foundation for the continued development of Foodexpo. This foundation, combined with another driving force—dedication—has enabled us to continually change and develop the fair to meet market demands and needs."

Industries Complement and Inspire Each Other

Another industry association closely tied to Foodexpo is De Samvirkende Købmænd. The association's former CEO, John Wagner, now a political commentator, recalls with pride the inception of Foodexpo:

"I am actually quite proud that 20 years ago, I contributed to creating Foodexpo as an evolution of other fairs like Interfair. It was timely to unite three fairs that, to a large extent, had divided the grocery trade, specialty goods sectors like bakers and butchers, and the restaurant industry. Today, for both suppliers and consumers, these are whole industries that complement and inspire each other. And I'm always positively surprised by how the industries and MCH collectively manage to develop the fair to benefit both exhibitors and visitors," says John Wagner, adding:

"For me and everyone I know in the Danish grocery industry, it has always been a pleasure to participate in the community that Foodexpo represents. It's the place where you want to present yourself at your best and where you're inspired and challenged to new developments in the best possible setting."

HORESTA: Foodexpo Drives Development

For the industry organization HORESTA, Foodexpo is also an indispensable part of the annual calendar, where its members are inspired, network, and introduced to new trends and products. Nadeem Wasi, the membership chief at HORESTA, underscores the importance of Foodexpo:

"Nothing can compare to Foodexpo in the Nordic region, and in Denmark, it's by far the most important fair for the industry—if it's not here, it doesn't exist. Without this fair, the industry would be

poorer because Foodexpo drives development," emphasizes Nadeem Wasi, a committee member for the fair, noting that they always strive to make the fair as attractive as possible:

"We always work hard to ensure the fair continues to develop, that its content is top-notch, and that it exudes quality—this is especially important nowadays when many people are short on time. For this reason, we also work to ensure that as many buyers as possible come to the fair, allowing for plenty of business opportunities."

HORESTA organizes the prestigious competitions for "Chef of the Year" and "Waiter of the Year" at Foodexpo, which the organizer considers crucial for showcasing the industry and demonstrating Denmark's high culinary standards.

Exhibitor: Our Participation Is Never in Question

Among the many loyal exhibitors at Foodexpo is the wine retailer Kjær & Sommerfeldt, which has been part of the fair since its inception in 2004 and has no plans to change that.

"There's never a question of whether we should attend Foodexpo or not—it would be entirely wrong not to participate. It's a super well-organized and well-attended fair that serves as an excellent showcase and provides a great opportunity to meet both new and existing customers," says Mads Stensgaard, CEO of Kjær & Sommerfeldt, reflecting on Foodexpo's journey over the past 20 years:

"Foodexpo has come a long way since its start in 2004, as the fair beautifully reflects the ongoing developments in the industry. And a lot has changed over the past 20 years, both in terms of the variety of products and trends, as well as the increased focus on the experience economy. The fair was entirely different in 2004—it's hard to imagine a whole hall dedicated to organic products back then."

Kjær & Sommerfeldt traditionally has a theme at Foodexpo, and this year, it's "Mindful Drinking," offering a world of non-alcoholic alternatives.

Foodexpo's anniversary will be celebrated with a welcome bar, where visitors can start their fair experience with a toast to 10 fairs in 20 years. Additionally, celebratory rum balls will be served on Tuesday afternoon.

Foodexpo will be held at MCH Messecenter Herning from March 17-19, 2024. Learn more at foodexpo.dk and request press accreditation here.