

## Welcome from Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH

ISM and ProSweets Cologne 2020  
28.02.2020, 11:00 a.m., Large Meeting Hall, Koelnmesse



ISM  
02.02. - 05.02.2020  
[www.ism-cologne.com](http://www.ism-cologne.com)

Ladies and gentlemen,

Welcome to our Press Conference a few days before the start of the 50th edition of ISM Cologne. For fifteen years it has been the face of the worldwide sweets industry, by providing a dynamic and to an incredibly international trading place once a year.

The International Sweets and Biscuits Fair - ISM in short - experienced rapid development from the very start and has over the course of the years grown in all areas: Exhibitors, surface, visitors, internationality. In this way, the leading global trade fair has over the course of time become a brand on the international trade fair business in itself. The in total 29 national and international companies that have exhibited at the trade fair every year since 1971 have also contributed significantly towards this. The "ISM 1971 - 50 Sweet Years" special event will provide you with interesting insights into the early days of ISM and its development.

In its anniversary year, in spite of numerous political and economic developments such as BREXIT, a possibly looming recession or ongoing debates on climate protection and sustainability, ISM is proving to be as solid as a rock. In Germany, Austria and Switzerland an unprecedented concentration process has been observed. The digitalisation is striding ahead unabated and is still viewed by many people to be more of a problem than an opportunity. Consumer behaviour is also changing rapidly worldwide. The demands of the consumers are becoming increasingly more individual, themes such as healthy or sustainable diets are becoming more and more important.

ISM keeps a constant eye on these developments and encounters these challenges year after year with new formats, theme-related events, industry competence and the innovations of numerous international exhibitors.

That these efforts pay off, is evident once again in the anniversary year, because with 1,750 suppliers from 76 countries on the exhibitor side, ISM is indeed registering a 6 percent growth rate compared to the previous year (1,652 exhibitors). This is an excellent result.

At this point I would like to also thank the International Sweets and Biscuits Fair Task Force, AISM, which has been an important pillar of the success from the very beginning.

Traditionally, both market leaders as well as medium-sized and smaller companies participate at ISM. Germany is strongly represented again with an overall participation of 221 exhibitors (previous year 211) and was thus able to record a growth rate of just under five percent.

### **Strong foreign participation**

At around 88 percent, the share of foreign exhibitors also remains high. The largest contingents from outside Germany come from Italy, Belgium, Spain, Great Britain, Poland, France and the Netherlands. Turkey, China and Greece are also represented with a broad range of offerings. New exhibitors are participating from Algeria, Kenya and Madagascar.

We are moreover delighted to welcome important returnee or new exhibitors such as the Hosta Group from Germany, Arcor from Argentina, Cacau Show from Brazil and Fazer from Finland. Particularly the growth from abroad also underlines once again the international standing of ISM as the leading global trade fair for sweets and snacks.

In addition to this, numerous foreign country pavilions are represented at ISM again. Overall, 28 groups have registered to-date. The five largest participations include Belgium, Greece, Great Britain, Italy and Spain. We are welcoming returnee and new group participations from Bulgaria, Latvia, Jordan and Russia.

The large selection of retail brand manufacturers, who totalling over 900 account for over half of the overall exhibitors, underlines the fact that ISM is moreover one of the most important sourcing platforms for buyers. This too is a new record.

In addition to the pure product show aspect, with its extensive event programme on current trends and innovations as well as future-oriented formats, ISM will once again set new impulses for the industry.

For example, ISM and ProSweets Cologne are for the first time jointly organising #CONNECT2030 - The Future Summit for Sweets and Snacks. Famous experts will talk about digital networking, artificial intelligence and smart packaging and present concrete digital technologies and options, which can offer true added value for the sweets and snacks industry also regarding sustainability.

### **Trends and innovations**

Beyond this, ISM is also taking current mega trends such as convenience and the related consumers' desire for small, compact snacks into account. The trade fair is doing justice to this theme and in the scope of the rebundled sections, Trend Snacks and Natural Snacks in Hall 5.2, is providing a detailed overview of the product world of snacks. There is additionally going to be a pavilion dedicated to the theme Bean2Bar chocolate within the Natural Snacks section featuring six suppliers.

New products and innovations are furthermore a key theme at the leading global trade fair for sweets and snacks. Conscious enjoyment, authentic products, sustainability, but also combining different trends and needs to suit the occasion or

season are of key importance. Many established trends such as organic, vegan, vegetarian or sugar-free are ongoing. On top of this there are more natural product variants made of vegetable-based proteins like lentils, beans and peas. Insect snacks will also be represented at ISM again.

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But products with sustainable raw materials or sustainable packing are of course becoming more important within the trade too, because climate protection and resource-saving production processes are also on the priority list of the consumer. In 2019, the number of suppliers from the trend theme Fair Trade section was 254, this year it has increased up to 298. Halal and kosher as well as vegan and vegetarian are further trend themes that have recorded a significant growth in the number of exhibitors at ISM 2020.

The Trend Court@ISM in Hall 5.2. is also dedicated to the theme trends within the sweets industry. Different accents will be set in the three sections. New product trends and developments within the industry will be presented on a special area under the focus "Sweet Trends presented by Innova Market Insights". The **Expert Stage** is additionally the central place for an exchange of knowledge and information. Current industry themes such as the top trends of the industry and the future of sweets and snacks will be discussed every day from Sunday to Wednesday. This year, the **Start-up Area** is offering 21 companies that have been founded within the last five years a good opportunity to present their innovative products and concepts at ISM.

Furthermore, 130 display windows containing the current new products of the exhibitors of ISM and ProSweets Cologne will be presented in the **New Product Showcase**. Here, the four winners of the "Innovation Award" of yummex Middle East in Dubai will be presented once again.

One and a half hour guided tours on various themes round the event programme off. The focus of the tours lies on product innovations, sensory experiences and the professional exchange. Our partner, NutriMarketing, is accompanying the tour, providing in-depth insights into these trend themes.

Ladies and gentlemen,

As you know, ProSweets Cologne is staged parallel to ISM. The supplier trade fair for the sweets and snacks industry was founded in 2006 together with industry partners, in order to provide an own platform for solutions for the special demands of the production of sweets and snacks.

As an independent trade fair, ProSweets Cologne has been covering the entire demand regarding the themes production, packing and ingredients - from diversified ingredient variations, to innovative packing machines and materials, through to optimised production technologies - for no less than 14 years already. As such, in collaboration with ISM the entire value chain is covered. Both suppliers and manufacturers as well as the retail trade are represented.

More than 260 exhibitors are participating at ProSweets Cologne, which is being held

in Hall 10.1 with a direct connection to ISM.

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This year's edition primary emphasis lies on sustainable packing, functional ingredients as well as modular systems.

Less plastic, more renewable raw materials, lower packing weight and recyclability are the focus of the packing solutions presented. Due to the digitalisation, the theme product information is also taking on a new standing at the international supplier trade fair for the sweets and snacks industry, which is playing an increasingly bigger role at the point of sale.

On the theme of ingredients, the main emphasis is being placed on multisensory taste experiences. The exhibitors are presenting a host of diversified and innovative solutions here based on ingredients that are of natural origin - from aromas, to colouring foodstuffs, through to sweetening solutions. Alternative fat, salt and sugar-reduced recipes will be presented by a food expert in the new Tasting Zone.

The Ingredients and Packaging special events as well as the guided tours of the German Agricultural association (DLG) on reformulation are offering further comprehensive information on trends and developments.

Beyond this a modern process and packing technology plays a key role in the development of innovative sweets and snacks. Thanks to their modular design, the complete solutions presented at ProSweets Cologne demonstrate how the flexible and fast conversion of different formats and maximum machine efficiency can be achieved.

The decisive aspect of all of these developments it that without the technology, machines and innovative recipes, it would not be possible to keep on presenting trend-oriented products within such short intervals. What's more, the suppliers dispose of important know-how and concrete solutions for new technologies in the scope of the digitalisation, which means in their role as competent partners and consultants they can support the manufacturers.

Thus, the concepts of both trade fairs enhance each other excellently, since in conjunction with ISM, ProSweets Cologne covers the entire industry value chain of the sweets and snacks industry.

Both ISM and ProSweets Cologne are exclusively open to trade visitors.

Ladies and gentlemen,

Doing business without encounters is possible, but boring. As a trade fair organisation, our key concept is to offer inspiring platforms for encounters. This is what we do today and what we have been doing since the start of ISM in 1971. And in spite of the digitalisation, personal encounters are often gaining increased significance.

In conjunction with ProSweets Cologne, ISM is also confirming this, because 50 years

after its inception, the medium trade fair still continues on its path of success.

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Together with yourselves, we now look forward to exciting and inspiring days at the trade fair.

Thank you for your attention.

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