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#prosweetscologne

ProSweets Cologne 2023 - Special Edition is relying on a compact format

The supplier fair for sweets and snacks is offering attractive complete stand packages for exhibitors - a stronger content-related interlinking with the co-staged ISM

After the announcement that the event is being postponed from 29.01.-01.02.2023 to 23.-25.04.2023, the preparations for ProSweets Cologne 2023 - Special Edition are in full swing. Against the backdrop of the huge challenges facing the entire sweets and snacks industry, the 2023 edition is being held as a compact and agile Special Edition parallel to ISM in the halls of Koelnmesse.

"We are totally convinced that it was the right decision to stage ProSweets Cologne as a Special Edition parallel to the International Sweets and Biscuits Fair," stated Claire Steinbrück, Vice President Trade Fair Management. "The prominent location of ProSweets Cologne on the Central Boulevard - i.e. in the heart of the ISM - underlines the content-related interlinking between the two fairs, which is additionally enhanced by an aligned event programme," Claire Steinbrück added.

For the Special Edition the supplier fair for sweets and snacks is exclusively offering exhibiting companies complete stand packages in three different executions. For last-minute exhibitors these packages can be booked up until 15.12.2022 via the website at <https://bit.ly/3M2JAU9> at the early bird discount. As usual, the focus lies on the four exhibition segments "packaging and packaging materials", "production and packaging technology", "operating equipment and auxiliary devices" as well as "raw materials and ingredients".

Attractive event and congress programme

In addition to the current and future-oriented specialised topics, supply-chain related themes of the new era, changes to the export-oriented geostrategy or energy and resource shortages will also be integrated into the programme. The initial highlights of the event and congress programme have already been set. Thus, for example, Euromonitor, the partner of both trade fairs for many years, will discuss the effects of inflation on the sweets and snacks market in Europe under the title "Inflation Surge and its Impact on Snacks". The industry sponsor of ProSweets Cologne, DLG, will also discuss approaches to solutions for the global procurement of raw materials and energy efficiency in sweets production together with the ISM on the joint Expert Stage.

In addition to this, the networking format #CONNECT2030 will continue on the Expert Stage on the trade fair Monday, 23 April 2023. Here, representatives from production and packaging, as well as from the industry and trade will dedicate



ProSweets Cologne
23.04. - 25.04.2023
www.prosweets-cologne.com

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themselves in particular to the impact of the energy crisis and the lack of raw materials in the sweets industry. The event will then offer all participants and speakers the possibility to exchange ideas with the industry pros and establish new business contacts along the entire value creation chain under the motto "Meet the Speakers".

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Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

Further information: <https://bit.ly/3Rln1fV>

The next events:

Cibus Tec Forum - Exhibition & Conference on Food & Beverage Technologies Trends, Parma 25.10. - 26.10.2022

ProSweets Cologne 2023-Special Edition - The international supplier fair for the sweets and snacks industry, Cologne 23.04. - 25.04.2023

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 24.10. - 27.10.2023

Note for editorial offices:

ProSweets Cologne photos are available in our image database on the Internet at www.prosweets.com in the "Press" section or www.prosweets.com/imagedatabase

Press information is available at:

<http://www.prosweets.com/pressinformation>

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