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#ISM

ISM 2021: Positive signals in the run-up to the fair - around 80 percent of the space already booked

Industry also using ISM in the coming year as the most important industry platform - extensive measures for ISM in extraordinary times

ISM 2021 is recording many positive signals in the run-up to the trade fair: Not only that around 80 percent of the space is already booked. Leading representatives from the trade and industry are also looking ahead to the trade fair optimistically and are ready for the re-start, among them for instance the Association of Medium-sized Companies - ZGV e.V., REWE Group, ESMA - European Sales & Marketing Association Ireland or the European Marketing Distribution Switzerland. Further statements can be read on ISM's homepage at <https://bit.ly/3iHiOAq>

Especially against the backdrop of the ongoing pandemic, the detailed protection and hygiene concept for the conduction of trade fairs in Cologne is an important pillar for the success of ISM and ProSweets Cologne, which is being staged parallel. Together, both trade fairs are offering the entire industry a wide-ranging product and information platform also in the coming year and they have a safe alignment with regards to the Corona-compatible conduction of trade fairs thanks to the #B-SAFE4business concept developed by Koelnmesse.

This includes among other things continuous online ticketing with complete registration, significantly wider aisles, extensive hygiene measures and the obligation to wear a nose and mouth mask in all sections except when seated at the stands or in the food service area. The overall concept at a glance: <https://bit.ly/30AB7B6> .

Furthermore, Koelnmesse has launched the project #B-SAFE4businessVillage. The aim of this village is to give the exhibitors of upcoming trade fairs an idea over the next few weeks of how trade fairs can be made possible also in the times of Corona under observance of hygiene and safety distance regulations. As of October, the prototype of a trade fair event with various stand construction concepts and event formats will be simulated in Hall 9 of the Cologne fair grounds on space spanning approx. 5,000 m². Diverse Koelnmesse sections and service providers will be presenting their new trade fair products there, which enable a Corona-compatible organisation, for example an app that controls the visitor flow or a camera-based people-counting system.

Oliver Frese, Executive Director and Chief Operating Officer of Koelnmesse: "We will act in line with the needs of the respective industry for each individual event. All of



ISM
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Oliver Frese
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Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

these measures support our customers in being able to plan and realise their trade fair appearance as efficiently as possible in spite of the current challenges. Even if we will probably still not be able to match the international dimensions of the previous events at the beginning of the New Year and even if the participation is significantly more focused: For example, there is going to be a strong European emphasis at ISM and ProSweets Cologne. But the trade fairs will take place in order to give the industry important impulses directly for the new fiscal year. In addition, in the form of the already announced, new, digital industry tool, Matchmaking365+, we will be taking an important step in the direction of the hybrid trade fairs of the future and are thus extending the digital reach of both trade fairs beyond the mere duration of the trade fair itself."

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From October 2020 onwards, "Matchmaking 365+" is for the first time providing the companies exhibiting at ISM with additional digital opportunities for establishing contacts and networking with customers. These also include product presentations, video content and other information in the digital "Exhibitor Showrooms". Virtual meetings per video, chat or audio are also possible. Access to the digital trade fair platform is free of charge for registered exhibitors, trade visitors and media representatives.

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 31.01. - 03.02.2021

Anuga FoodTec - the international supplier fair for the food and drink industry, Cologne 23.03. - 26.03.2021

Alimentec - International food, beverage and hospitality trade fair, Bogotá 08.06. - 11.06.2021

Note for editorial offices:

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Pressinformation

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