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#ISM

ISM and ProSweets Cologne cancelled in 2021 due to the pandemic

New date 30.01.-02.02.2022 - the planning for 2022 has already started

Two weeks ago, Koelnmesse, the top associations of the German sweets and snacks industry as well as important industry representatives were still confident that they would be able to stage both ISM and ProSweets Cologne 2021. However, the continuously growing number of infections and the related lockdowns as well as the travel restrictions in the international environment are now forcing Koelnmesse to call off the hybrid editions of ISM and ProSweets Cologne planned from 31.01.-03.02.2021. Koelnmesse has taken this decision in close collaboration with the industry sponsors of both trade fairs. "We deeply regret this of course. We were well-aligned and we firmly believed that we would be able to enable the sweets and snacks industry a re-start with ISM and ProSweets Cologne 2021," explained Gerald Böse, President and Chief Executive Officer of Koelnmesse. "However, due to the current uncertainties our exhibitors and visitors don't see any dramatic improvement that would make a trade fair participation possible in January. We will nevertheless remain on the ball and will immediately set about organising ISM and ProSweets Cologne 2022 with new energy," Böse added. The planned digital format, Matchmaking365+, will also not be implemented, because a purely digital offer without a physical trade fair would not bring about the desired benefit for the exhibitors and visitors. In their role as important innovation platforms for the industry, the two trade fairs are instead planning a campaign for the presentation of significant industry developments, new products and trends from the sweets and snacks sectors.

"Trade fairs like ISM and ProSweets Cologne live from the variety of national and international industry experts, which is in turn what distinguishes the quality of the event. Due to the currently very dynamic infection situation and further cancellations on behalf of the exhibitors, we can no longer guarantee this quality and the recently announced steady number of registrations could no longer be held upright. We are naturally disappointed. However, it is now important to look ahead to the future positively with our customers. We in Cologne are still prepared to carry out our trade fairs with the highest safety and hygiene measures and are already looking forward to a new edition of ISM and ProSweets Cologne," stressed Oliver Freser, Chief Operating Officer of Koelnmesse.

The International Sweets and Biscuits Fair Task Force (AISM) as the industry sponsor of ISM also deeply regrets this decision: "The sweets and snacks industry was optimistic that it would be able to really take off again with the aid of ISM 2021. As



ISM
31.01. - 03.02.2021
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an international business platform, ISM has an essential significance for the industry regarding pushing business forward. However, due to the ongoing high numbers of infections and further lockdowns in many European countries, this decision was unfortunately unavoidable," explained Bastian Fassin, Chairman of the AISM.

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Preparations for 2022

The planning for the events in 2022 has already started. Together with the industry sponsors, Koelnmesse will use the time to ensure that ISM and ProSweets continue to be well-aligned in terms of their concept. This includes the further development of digital formats, which offer a suitable enhancement to the physical trade fair. The next editions of ISM and ProSweets Cologne will be staged from 30.01.-02.02.2022.

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:

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

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 21.04. - 23.04.2021

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 21.04. - 23.04.2021

Note for editorial offices:

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