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#ism

## ISM is kicking off 2022 with a Japan edition

**Portfolio of the sweets and snacks segment now expanded to also include the Asiatic/Pacific region**

ISM, the world's largest trade fair for sweets and snacks, is set to celebrate its Asian debut in Tokyo, Japan in the heart of East Asia. The new trade fair will be staged from 13 to 15 April 2022 at the Tokyo Big Sight under the name ISM Japan and will serve as the information, communication and networking hub for the industry in the region.

ISM Japan is the first trade fair of its kind in Asia and is oriented on the role model of the world's largest trade fair for sweets and snacks - ISM in Cologne. The premiere, at which over 200 brands are awaited, reflects the global leading role of Koelnmesse in the sweets and snacks industry as well as in the food and beverage industry.

ISM Japan is a natural enhancement of the existing food and beverage segments of Wine & Gourmet Japan as well as the established food trade fairs that are organised by the Japan Food Journal - FABEX, Dessert Sweets & Bakery Festival, Food & Drink OEM Matching Expo, Noodle Industry Fair and the Premium Food Show. This will lead to a more efficient synergy between the events and will offer all trade visitors a wider product palette. The seven food shows under one roof will unite extensive industry competence and thus offer an optimal, business-oriented trade fair experience.

Several of the key factors that prompted ISM to enter the Japanese market are a forecasted annual 6.2% growth on the Asiatic-Pacific sweets market from 2020 to 2025 and the fact that Japan is the sixth largest sweets market in the world. In addition to this, the installation of free trade agreements with the European Union and the USA currently make the market entry more attractive for food products from overseas.

"With the introduction of ISM Japan, we are expanding our portfolio of the sweets and snacks segment to also include the Asiatic/Pacific region. We see here enormous growth potential, particularly through the strategic partnership with the Japan Food Journal, which has been on the market for over 20 years and which has expanded its trade fairs year after year. In this way, we are not only creating additional synergies with the on-site events, but are also consistently extending our role as the international leader in organising food trade fairs and events regarding food and beverage processing. We are confident that we are creating significant added value for the industry with this new kick-off event," commented Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.



ISM  
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Bastian Fassin, chairman of the AISM working group and member of the executive committee of the German Confectionery Industry Association (BDSI), also supports the move towards Japan: "The Japanese confectionery market represents a great but rewarding challenge for every manufacturer due to the very high quality demands on product and packaging. For example, Japan is already the most important export market in East Asia for the European confectionery industry, which also radiates into the entire Pacific region via its regional trade agreements."

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Together with its six partner trade fairs, ISM Japan will attract over 1,000 exhibitors and just under 80,000 trade visitors from Asia and East Asia. ISM Japan is scheduled to take place from **13 to 15 April 2022**.

#### **About ISM Japan**

ISM Japan is the first trade fair for the sweets and snacks industry in Asia and is being held from 13 to 15 April 2022 at the Tokyo Big Sight. Manufacturers, producers, wholesalers, distributors, importers, exporters, brokers and OEM own brands from the following sections will be represented at the event: Sweets, salty snacks, baked snacks, speciality snacks, frozen snacks and raw materials. Two special zones are the Specialty Market Zone, where free-from, organic, halal and functional products will be exhibited and the Technology Zone, where the latest processing and packaging technologies for sweets and snacks will be presented.

**Further information: [www.ismjapan.com](http://www.ismjapan.com)**

#### **About ISM Cologne**

The International Sweets and Biscuits Fair (ISM) in Cologne is the world's largest trade fair for sweets and snacks. Every year more than 1,600 exhibitors from 76 countries and around 38,000 visitors attend ISM. The leading global trade fair for sweets and snacks brings all of the internationally relevant market participants from the industry and trade together in this magnitude and is one of the most important business hubs, export drivers and innovation platforms for the sweets industry. A successful combination between impulses and innovations, exciting networking, first-class exhibitors and competent visitors forms an offer that is unique around the globe. With heart and soul: In conjunction with ProSweets Cologne, the international supplier trade fair for the sweets and snacks industry, ISM covers the entire value chain of the sweets and snacks industry.

**The 51st edition of ISM is scheduled to take place from 30 January to 2 February 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.

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**The next events:**

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

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 08.06. - 11.06.2021

**Note for editorial offices:**

ISM photos are available in our image database at [www.ism-cologne.com](http://www.ism-cologne.com) in the “News” section or [www.ism-cologne.com/imagedatabase](http://www.ism-cologne.com/imagedatabase)

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