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#ISM

ISM 2023: Strong participation demonstrates the industry's optimism

**The leading global trade fair for sweets and snacks impresses with innovations and new taste experiences
Return to the usual January date in 2024**

ISM once again offered a variety of the finest sweet and savoury treats from all over the world on exhibition space spanning around 100,000 square metres. As a one-off occurrence, the leading global trade fair for sweets and snacks was staged in April together with ProSweets Cologne - Special Edition and turned Cologne into the international hub for the entire industry again. Together the two trade fairs cover the complete value chain for sweets and snacks. After the re-start edition last year, 1,281 exhibitors from 71 countries presented current trends and new products. In total, the trade fair duo attracted more than 25,000 visitors from 135 countries. The international share of visitors from the trade was 72 percent and at 88 percent the foreign share of industry visitors was very high.

This year a stronger focus was placed on addressing the challenges the industry is currently faced with and on the joint development of solutions. "We are delighted that ISM was able to set a strong signal in spite of the one-off postponement of the event from the January to the April. The positive figures, particularly with regards to the number of visitors, show that we are in a position to offer an outstanding trade fair of unique quality and internationality even under these difficult conditions," Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, emphasised.

"The fact that exhibitors and visitors from the whole world flocked to Cologne on this unaccustomed date by way of exception, underlines the outstanding significance of this trade fair for the global sweets and snacks industry. The quality of the business contacts was very high. This was confirmed by representatives from both the industry and the trade," Bastian Fassin, Chairman of International Sweets and Biscuits Fair Task Force (AISM), added. The AISM is the partner and industry sponsor of ISM.

At 72 percent, the share of international trade visitors was customarily high. The European countries with the strongest participations this year were the Netherlands, Great Britain and Belgium. Growth was particularly registered in the number of visitors from Italy. Outside of Europe, the trade visitors primarily came from the USA, Korea and Israel.



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The Lab5 by ISM in Hall 5.2, the industry's new "place to be" was a special highlight. Here, the visitors were able to discover new products in special sections such as the Start-up Area or the Trend Snacks Area, examine the innovations of the companies participating in the "New Product Showcase" special event and raise their glasses to an inspiring trade fair visit at the Lab5 Bar accompanied by nice music.

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New products and trends

It was very apparent at ISM: Regarding their sweets and snacks more and more consumers are placing importance on healthy and natural ingredients. Plant-based products and ingredients are still booming, which is reflected at ISM by creative ideas for enriching foodstuffs with fibres. The focus is being placed more and more on exotic aromas. New flavours like Smoky Tandoori, Bloody Mary or Mussels in White Wine are to increasingly conquer the market.

The Awards of ISM

The three most innovative products were distinguished with the Product Showcase Award on the first day of the trade fair. First place went to the company tri d'Aix GmbH from Germany with its "sweet sugar-free candy floss". CAL Marketing Pty. Ltd. from Australia was delighted at coming second with "Brown Sugar Boba Milk Tea Mochi". World's Coconut Trading SL claimed third place with "Purple Sweet Potato Chips BBQ" from Spain.

Majlen Fazer, Senior Specialist in Product Quality, Cocoa and Chocolate at the largest Finnish food group, Fazer, is the winner of this year's ISM Award. The largest and most important trade fair for sweets and snacks worldwide paid tribute to her commitment for more sustainability in the sweets and snacks industry during the ISM Dinner.

The ISM Consumer Award 2023 was conferred for the first time on the last day of the trade fair. The most popular item among all of the products submitted to the New Product Showcase was determined in a consumer voting on Instagram in cooperation with Foodnewsgermany. The ISM Consumer Award went to the company Mitsuba from the Netherlands for its Street Food Mix - a Japanese/Asiatic snack with an astounding taste.

ISM in figures

1,281 suppliers from 71 countries took part in ISM 2023, 88 percent of whom came from abroad. They included 153 German exhibitors and 1,128 exhibitors from abroad. More than 25,000 trade visitors from 135 countries attended ISM 2023, the foreign share was 72 percent.

The next ISM is scheduled to take place from 28 to 31 January 2024.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade

fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. 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 technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

Sigep China - Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee, Shenzhen 10.05. - 12.05.2023

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 10.05. - 12.05.2023

THAIFEX - Anuga Asia - Re-imagine the future of the F&B industry, Bangkok 23.05. - 27.05.2023

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