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#ISM #prosweetscologne

Great interest in the leading global trade fair for sweets and snacks: Registrations received from 56 countries

ISM 2023 will focus on the current themes and challenges of the industry

After the announcement that the event was being postponed from 29.01.-01.02.2023 to 23.-25.04.2023, ISM has recorded a high number of applications. The leading trade fair for sweets and snacks has namely already received applications from 56 countries and all continents as well as a current 40 percent increase in space booked compared to last year's event. More than 30 pavilions have already confirmed their participation, including applications from Austria, Belgium, the Czech Republic, Denmark, France, Great Britain, Greece, Hong Kong, Ireland, Italy, the Netherlands, Poland, Portugal, Spain, Sweden, Switzerland, Turkey, Ukraine, the USA. Also groups from the People's Republic of China, Latvia, Lithuania and Taiwan, which didn't take part in 2022, are back on board again too.

From Germany companies such as Dietrich Borggreve, Brandt, Cavendish & Harvey, Copenrath Feingebäck, Genuport, Halloren, hitschler, Katjes, Dr. Klaus Karg, Klett Schokolade, Herbert Kluth, Krüger, Kuchenmeister, Niederegger, Georg Parlasca, Pertzborn, Piasten, Riegelein, Rübezahl, Schluckwerder, Conrad Schulte, Seitenbacher, Chr. Storz, Trolli, WAWI, Wicklein, Windel or Zentis have registered.

As usual, ISM is also displaying a strong international alignment. The companies that have already confirmed their participation include Baronie (Belgien), Canel's (Mexico), Cloetta Holland (the Netherlands), Colombina (Colombia), Dan Cake (Denmark), Elvan (Turkey), Fazer (Finland), Hamlet (Belgium), Hellema - Hallum (the Netherlands), ICAM (Italy), Kervan (Turkey), Loacker (Italy), Luker (Colombia), Kambly (Switzerland), Manner (Austria), Millano (Poland), Natra (Spain), Nestlé Italiana (Italy), Peccin (Brazil), Roshen (Ukraine), Royal Fassin (the Netherlands), Sölen (Turkey), Toms (Denmark), Valor (Spain), Vidal (Spain) as well as Wawel (Poland).

Alongside individual stand areas, the trade fair also offers special zones for start-ups or newcomers and theme-oriented areas such as Trend Snacks or the specialised trade section "Finest Creations - hand-crafted". The latter celebrated its debut in 2022 and attracted a high level of interest.

Focus on the themes and challenges of the industry

The challenges in the sections climate, raw materials, energy, supply chains, logistics, health and digitalisation are the key themes of the supporting programme of ISM 2023. As an international industry meeting point, in addition to being the



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central discussion platform, the trade fair of the sweets and snacks industry also offers a display window for solutions and new product ideas.

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In the course of this discussion, resilience and a sustainable, resource-saving production of sweets and snacks is called for more than ever. At the coming edition, beside the presentation of products, the emphasis will above all lie on the contents and themes of the industry. The personal exchange plays a significant role here, which we are dedicating new event and networking formats to," explained Sabine Schommer, Director ISM.

The largest network for the sweets and snacks industry worldwide, which comprises of ISM in Cologne and ISM Japan in Tokyo together with ISM Middle East in Dubai, offers additional themes from the international markets, which are integrated into the event programme of ISM.

The international supplier fair for sweets and snacks, ProSweets Cologne, is also being staged in April as a one-time occurrence, special edition and will focus on networking and a business exchange.

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:

Annapoorna - ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 14.09. - 16.09.2022

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 08.11. - 10.11.2022

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 11.04. - 13.04.2023

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