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#ism

## The key theme of ISM 2023, namely "Encourage. Enable.Excite!", places a stronger emphasis on the current themes and challenges of the industry

A joint event and congress programme with the special edition of the supplier trade fair ProSweets Cologne, taking place parallel, promotes exchange aimed at new solutions

The sweets and snacks industry, like many other industries, is facing unprecedented challenges. Alongside the ongoing effects of the corona pandemic, the central problems are above all the Ukrainian war and the related volatile markets, increases in the prices of energy and raw materials, as well as disrupted supply chains. However, ongoing themes revolving around digitalisation at the POS, as well as the sustainability, transparency and origins of products and ingredients still continue to play a central role. Resilience and the sustainable, resource-saving production of sweets and snacks is called for more than ever.

In its role as the leading international trade fair for the sweets and snacks industry, the ISM engages actively in these market events, thus shifting the focus in the coming year more to important content and discussions revolving around these challenges with the main theme of "ISM - Encourage.Enable.Excite!".

"Under the flag of our new key theme, in addition to the classic product presentations, we will be relying increasingly on an exchange and discussions at ISM 2023. It is important to us in these times that the industry allow more space for its innovative solutions and new approaches, and promote the opportunity for exchanging experiences in the scope of event and networking formats", explains Sabine Schommer, Director ISM.

The first highlights of the event and congress programme, being planned together with ProSweets Cologne 2023 - Special Edition taking place parallel, have already been set. Thus, for example, Euromonitor, the partner of both trade fairs of many years, will discuss the effects of inflation on the sweets and snacks market in Europe under the title "Inflation Surge and its Impact on Snacks". The industry sponsor of ProSweets Cologne, DLG, will also discuss approaches to solutions for the global procurement of raw materials and energy efficiency in sweets production on the Expert Stage.

In addition to this, the networking format #CONNECT2030 will continue on the trade fair Monday, 23 April 2023 on the Expert Stage. Here, representatives from production and packaging, as well as from industry and trade will dedicate themselves in particular to the impact of the energy crisis and the lack of raw materials in the sweets industry. The event will then offer all participants and



ISM  
23.04. - 25.04.2023  
[www.ism-cologne.com](http://www.ism-cologne.com)

Your contact:  
Frank Habekost  
Tel.  
+49 221 821-2063  
e-mail  
[f.habekost@koelnmesse.de](mailto:f.habekost@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

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speakers the possibility to exchange ideas with the industry pros and to establish new business contacts along the entire value creation chain under the motto "Meet the Speakers".

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**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:**

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

ISM Japan - The dedicated showcase for Sweets & Snacks in Japan, Tokyo 12.04. - 14.04.2023

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 12.04. - 14.04.2023

ISM - The world's largest trade fair for sweets and snacks, Cologne 23.04. - 25.04.2023

#### **Note for editorial offices:**

ISM photos are available in our image at [www.ism-cologne.com/imagedatabase](http://www.ism-cologne.com/imagedatabase) .

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#### **Your contact:**

Frank Habekost

Public & Media Relation Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2063

[f.habekost@koelnmesse.de](mailto:f.habekost@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)

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