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#ISM

ISM 2023 is betting on joint solutions in challenging times

The world's largest and most important trade fair for sweets and snacks with new highlights and a diversified event programme

A colourful selection of the finest sweet and savoury treats from all over the globe on around 100,000 m² at the Cologne exhibition halls: That is ISM 2023! After the Re-start Edition last year, about 1,300 exhibitors from 70 countries will present the trends of the international sweets and snacks industry again this year, which means ISM is confirming its position as the leading global trade fair. The exhibitors include several newcomers from countries like Armenia, Costa Rica, Indonesia, Trinidad and Tobago or Venezuela. The share of foreign exhibitors is 88 percent. In total, there are 32 country pavilions from 25 countries and regions. The Special Edition of ProSweets Cologne, the international supplier fair for the sweets and snacks industry, which 117 exhibitors from 23 countries have registered for, is being staged parallel to ISM. Together both trade fairs cover the entire value chain for sweets and snacks, a unique constellation worldwide. This time with a different venue date: 23 to 25 April.

The one-off decision to postpone ISM and ProSweets Cologne - Special Edition until April 2023 was based on the many challenges the sweets and snacks industry is currently facing due among others to the huge price increases for raw materials, energy and logistics of the past months. "Which is why we are all the more delighted that we are recording such a strong national and international participation at ISM in spite of this one-off postponement. This confirms how important the leading trade fair for the sweets and snacks industry is and shows once again that the trade fair format is urgently needed by the exhibiting industry," stressed Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

With this year's key theme "Encourage! Enable! Excite!", ISM is addressing the industry's manifold challenges and drawing attention to the related opportunities. ISM offers a platform for the dialogue between industry players and for joint discussions on innovative solutions and new approaches. Here, the Expert Stage of ISM and ProSweets Cologne - Special Edition is the central point of contact for the latest developments in the sweets and snacks industry. Various event and networking formats offer the opportunity to exchange experiences, discuss issues and gain inspiration.

With a foreign share of exhibitors of 88 percent, the leading global trade fair for sweets and snacks is maintaining a stable, international level. The foreign participations with the highest number of exhibitors come from Belgium, Denmark,



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France, Greece, Italy, the Netherlands, Poland, Spain, Turkey and the USA. There are also many country pavilions again. The PR of China, Latvia, Lithuania and Taiwan are represented at group stands at ISM for the first time again since 2020. Peru is participating with a country pavilion for the first time.

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Traditionally, both international market leaders as well as medium-sized and smaller companies participate at ISM. They are all represented in different product segments and pick up on current and future industry trends. Alongside the traditional product groups, such as sweets and snack items ranging from chocolate products and confectionery through to ice cream, the industry's leading trade fair will also be presenting segments that focus on the themes snacking, to-go items, breakfast as well as gourmet products. All of the exhibitors are listed online in the ISM exhibitor database: The extended search can be used to filter the selection according to name, country, hall, product or trend theme from organic and brand names, halal and kosher, through to vegetarian and vegan.

ISM can also already report positive results on the visitor side. All important national and international trading houses and their top buyers have registered. Besides Aldi, Billa, Coop, Costco, Edeka, El Cortes Inglés, Globus, HIT, Kaufland, Lekkerland, Mercadona, Metro, Migros, Real, Rewe, Spar and tegut are also represented at the fair.

The new location Lab5 by ISM is one of this year's trade fair highlights: There will be several sweet surprises in store in Hall 5.2, accompanied by relaxing music, a great ambiance and a delicious selection of exquisite sweets. In the afternoon, the coffee bar will be transformed into a Kölsch bar so that everyone can raise their glasses to a successful trade fair visit.

Last year, the newly introduced specialised trade section "Finest Creations - hand-crafted" proved to be a crowd-puller. With its focus on the small-volume business with sweets and snacks, this exhibition section is uniting 30 craft businesses this year, whose visitor target group comprises of confectioners, cake shops and specialised sweet shops. This exhibition section is also located in Hall 5.2.

The Trend Snacks Area, where 40 companies from 20 countries are exhibiting, can also be found in Hall 5.2. The Trend Snacks Area of ISM provides a detailed overview of the entire product world of snacking. Suppliers of meat and fish snacks, vegan trend products, dried fruits and vegetables, fruit and vegetable crisps, fruity drinking chocolate specialities.

There is no way round the Start-up Area for people looking for newly-founded companies and their innovations. Here, around 20 international companies exhibit on one joint area. The Start-up Area is located in the Lab5 by ISM in Hall 5.2. The sponsor of the Start-up Area is [go2market, a company with a unique REAL-LIFE market research tool for the consumer goods industry.](#)

Further highlights of ISM 2023 include the presentation of the ISM Award for exceptional services within the sweets and snacks industry as well as the selection of the winners of the New Product Showcase. The new products of the exhibitors can

be discovered in the scope of the New Product Showcase as well as via the new products tool on the ISM website.

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In addition, the ISM Consumer Award 2023 will be 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 will be determined in a consumer voting on Instagram in cooperation with Food News Germany.

Koelnmesse is the organiser of ISM and its industry sponsor is the International Sweets and Biscuits Fair Task Force (AISM).

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:

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

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

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

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