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#ISM #ISMFamily

ISM 2024: More exhibitors, more diversity and new highlights

+++ 1,350 exhibitors from 70 countries +++ 35 pavilions +++ New event formats +++ Even more international +++ Speed dating for exhibitors and influencers +++ ISM Party for Young Professionals +++ Expansion of the Lab5 by ISM

In the year 2024, ISM, the leading global trade fair for sweets and snacks, is more international and diversified than ever before. With 1,350 exhibitors from 70 countries and 35 pavilions from Europe, Asia, North and South America, the trade fair is presenting a wide spectrum of products and innovations. The participants include both established global leaders and national industry giants as well as aspiring young companies and start-ups from countries like Albania, Algeria, Canada, Jordan and Uzbekistan.

The six halls of ISM offer the visitors the opportunity to experience the world of sweets and snacks with all their senses. Particularly the expansion of Hall 4.2 including new country pavilions from the USA, Latin America and the Middle East open up room for additional, international diversity. These are enhancing the already established pavilions from Belgium, France, Greece, Ireland, Italy, the Netherlands, Switzerland and the United Kingdom.

In Hall 5.2, the successful Lab5 by ISM is being continued and extended to offer a unique trade fair experience.

Further highlights of the trade fair encompass the annually conferred ISM Award, which pays tribute to a personality who has rendered special services to the sweets and snacks industry. The New Product Showcase (NPS) is equally diversified and the three most innovative products are distinguished during the ISM Night on Sunday evening. As in the previous year, the Consumer Award will be conferred for the second time in cooperation with Foodnewsgermany.

The programme on the Expert Stage includes once again trend lectures and market analyses by Innova Market Insights and Euromonitor, start-up pitches and further main topics, including Digital Education in cooperation with Europe's leading digital marketing & tech event DMEXCO as well as examples of best practice from the sweets industry on themes like energy efficiency, sustainability, climate-friendly production, regenerative value chains and the recycling economy.

Exhibitors and influencers in the sweets and snacks section will be brought together in the scope of the innovative speed dating format. This promotes the networking of new products in the community and their marketing, while at the same time



ISM
28.01. - 31.01.2024
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increasing the brand recognition.

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A further new item on the agenda is the ISM get together on Sunday evening, which especially addresses young professionals and serves as an informal meeting point bringing the first day of the fair to a close in a relaxed atmosphere.

From the speed dating format for exhibitors and influencers through to the ISM get together for Young Professionals - ISM 2024 offers a combination between numerous event formats and inspiring networking for industry professionals and interested parties from all over the globe.

ISM 2024 is being staged together with the internationaler supplier fair ProSweets Cologne from 28 to 31 January. Tickets can already be purchased [online](#) now.

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.

Note for editorial offices:

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The next events:

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 06.03. - 08.03.2024

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