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## ISM and ProSweets Cologne - Exciting events during the Sweet Week 2024 at the Cologne fair grounds

### Consumer and product trends, innovations, Expert Stage, Halal Market and further offers for the sweets and snacks industry

The preparations are in full swing and the sweet anticipation for the Sweet Week 2024 is rising: ISM and ProSweets Cologne are being co-staged again from 28 to 31 January in the halls of Koelnmesse and are bringing the international sweets and snacks industry together. So far more than 1,400 exhibitors from more than 70 countries are expected to participate in the ISM 2024.

"Encourage. Enable. Excite!" will be the key theme of ISM again in 2024, because the focus of the sweets and snacks industry still lies on the challenges in the sections climate, raw materials, energy, supply chains, logistics, health and digitalisation.

"After a very successful ISM Middle East, we are all looking forward to ISM 2024 in Cologne. It is going to be particularly exciting on the Expert Stage this time: Here we are offering the exhibitors and the visitors a colourful and creative array of events - panel discussions, best practices and presentations. In this way, we will present efficient and sustainable solutions from the industry and will be able to discuss new opportunities and future challenges. Beyond this, on the Expert Stage, together with ProSweets Cologne, we are placing the emphasis on aspects from the supplier industry," stressed Sabine Schommer, Director of ISM.

### Expert Stage

The Expert Stage of ISM and ProSweets Cologne is also the central point of contact for new developments in the sweets and snacks industry during this year's Sweet Week. Interesting lectures and panel discussions will take place at regular intervals here over the days of the trade fair. Furthermore, interested visitors can learn everything about the innovative and clever product ideas of international start-ups.

Beyond this, daily trend presentations by ISM knowledge partners Innova Market Insights and Euromonitor will take place as part of the Expert Stage. In this context, Innova Market Insights will once again present the "F&B Top Ten Trends" of the year in 2024. Euromonitor will explain under the title "Anytime, anywhere? The evolution of snacking", how current social changes are influencing consumers' snacking behaviour and what this means for snack manufacturers and brands.

Sweet Trends, which is being organised together with Innova Market Insights, is taking place next to the Expert Stage. The market research institute, Innova Market



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Insights, will once again this year inform you about the new product trends and provide insights into the most recent developments for sweets and snacks.

Page

2/3

The global sweets industry shows continual further development and surprises the consumers year after year with new taste experiences. In this connection, trend presentations by Innova will take place on the Expert Stage. Initial insights into the new products of the trade fair can also be found in the [new products tool](#) of ISM.

In the course of the sustainability debate, people are paying more attention to the origin and sustainable procurement of products and their raw materials. These themes will be the focus of the event programme of [ProSweets Cologne 2024](#). The two special shows on the respective segments, Packaging and Ingredients, will show innovative solutions for the challenges of the industry. In addition to this, the DLG's "Guided Tours" entitled "Tackling and wrapping up sustainability" are being held daily as well as the Sweets Global Network Guided Tours focusing on "Innovations & Sustainability. Industry experts will open up new perspectives, give insights into current research results and report about examples of best practice on the ISM/ ProSweets Cologne Expert Stage on the Central Boulevard.

On the Monday of the fair, in the scope of the supplier trade fair, the exhibitors and visitors can look forward to the legendary ProSweets Cologne Party with live music, cool drinks and delicious snacks from 6:00 p.m. onwards. "The event programme of the supplier trade fair also benefits from the spatial and content-related close interlinking with ISM. This is the perfect platform for both the exhibitors and visitors to promote the industry-oriented dialogue and a professional exchange. The Special Shows strongly focus on the segments Raw Materials & Ingredients as well as Packaging & Packaging Materials, which are the strong fields of growth of ProSweets Cologne. To offer the full spectrum of themes of the sweets and snacks industry and to further emphasise the added values of the co-located ISM, we are thus also offering ISM trade visitors from procurement and production departments free admission to ProSweets," explained Guido Hentschke, Director of ProSweets Cologne.

Further detailed information on all lectures can be found in our [event search](#).

### **ISM Award**

The ISM Award is being conferred for the tenth time this year. The award for outstanding services to the sweets and snacks industry will be presented during the festive ISM Dinner on 28 January, 2024. Majlen Fazer, Senior Specialist in Product Quality, Cocoa and Chocolate at the largest Finnish food group, Fazer, received the ISM Award 2023.

### **Halal Market**

Halal products continue to gain significance in the sweets and snacks industry, not only among the Muslim target group, but also beyond. The ISM Halal Market in Halls 10 and 11 will offer a unique overview of a purely halal line-up of products and thus provide the opportunity for collecting creative ideas for the preparation of meals and snacks with halal products.

**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 28.01. - 31.01.2024

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

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 09.04. - 11.04.2024

**Note for editorial offices:**

ISM photos are available in our image database at [www.ism-cologne.com](http://www.ism-cologne.com) in the "News" section. Press information is available at [www.ism-cologne.com/](http://www.ism-cologne.com/)

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