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#ISM #ISMFamily #sweetweekcologne

Sweet combination: ISM and ProSweets jointly organise diversified 'Sweet Week'

Usual strong foreign participation +++ Joint industry-oriented specialised programme creates new synergies +++ First-time cooperation with DMEXCO +++ New event format for young professionals +++ Lab5 by ISM and GISMO Square

A super sweet event is upcoming - together with the co-located supplier fair ProSweets Cologne, ISM is bringing the 'Sweet Week' to Cologne! The world's leading trade fair for sweets and snacks opens its doors from 28 to 31 January 2024 and will present a combination between new impulses, innovative product presentations, the largest offer of sweets and snacks in the world as well as the largest selection of private labels from this section on exhibition space spanning around 100,000 square metres. After the deviating April date last year in 2023, more than 1,400 exhibitors from 74 countries from the international sweets and snacks industry are taking part in January again this year, which means ISM is confirming its position as the leading global trade fair. The exhibitors include companies from all over the world from Albania to the USA, from Germany and the neighbouring countries, but also from far away regions such as Argentina, Australia, Indonesia, Nepal or South Africa. The share of foreign exhibitors is 88 percent. In total, there are 32 country pavilions from 24 countries and regions.

ISM will be co-located with ProSweets Cologne again this year, which will bring about strong synergy effects along the entire value chain. The "Sweet Week" not only promises the latest industry innovations, but also an extensive specialised programme with discussions and new event formats. Under the key theme of ISM "Encourage. Enable. Excite!" the focus lies on the challenges caused by the price increases of raw materials and energy as well as on sustainability and climate protection.

Furthermore, for the first time the trade fair duo is offering the visitors the opportunity to engage in an exchange about the latest trends in eCommerce, online marketing and the digitalisation of the supply chains. Together with DMEXCO, Europe's leading digital marketing and tech event, new digital marketing themes will be presented especially for marketing directors in the scope of an interesting series of lectures, which as well as social media and artificial intelligence will also focus on successful examples of practical application.

"As the central platform for the sweets and snacks industry, ISM 2024 is heralding in a time full of trade-oriented and interactive events, innovations and inspiring encounters with the 'Sweet Week'. In the midst of numerous international exhibitors and an expert audience, the trade fair not only offers a platform for the direct



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exchange, but also a foretaste of the industry's future," emphasised Bastian Mingers, Vice President Food, Koelnmesse GmbH.

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With an impressive 88 percent share of foreign exhibitors, ISM is underlining its leading position in the international sweets and snacks industry. Belgium, Italy, Turkey, China, Spain, the Netherlands, Great Britain, France, Poland and Greece are the key players among the foreign participants.

ISM is well-known for attracting both international industry leaders as well as medium-sized and smaller companies. This diversity is reflected by the different offers, which represent the current and future trends of the industry. The traditional product groups like sweets and snacks items are enhanced by innovative segments that revolve around themes like snacking, to-go offers, breakfast and gourmet products.

ISM is also recording positive results on the visitor side: All important national and international trading companies and their top buyers have already registered to visit the trade fair. From Bartels-Langness, Carrefour, Colruyt Group, Coop, Edeka, El Corte Inglés, Esselunga, Globus, ITM/Intermarché, John Lewis, Jumbo Supermarkten, Metro, Migros Switzerland, Rewe Group, S Group, Salling Group, Schwarz Group to SPAR International - a wide spectrum of decision-makers promise new business opportunities.

The Lab5 by ISM in Hall 5.2 that established itself last year will once again be one of the many highlights of the trade fair and is considered to be the central meeting point for business exchanges, entertainment and innovation. Beyond this, the new GISMO Square on the Central Boulevard also offers alongside the Social Media Spot and the new products of ISM Middle East, further interactive activities for example with the aim of establishing new formats and networking, particularly for young professionals. These also include the new Get-together Series in Lab5 on the Sunday and Tuesday of ISM.

The "Finest Creations - hand-crafted" specialised trade section that concentrates on the small volume business with hand-crafted sweets and snacks also awaits the trade visitors in Hall 5.2. Here, 40 craft businesses will present their products that specifically address confectioners, cake shops and specialised sweets shops.

In the Trend Snack Area, 50 companies from 20 countries will offer an extensive overview of the entire product world of snacking - from meat and fish snacks, to vegan trend products, through to dried fruits and vegetables, fruit and vegetable crisps as well as bars and energy snacks.

The Start-up Area in Hall 5.2 is the point of contact for newly-founded companies and their innovations. In total, 25 international companies are sharing a joint area here.

Further highlights of ISM 2024 include the presentation of the ISM Award for exceptional services within the sweets and snacks industry as well as the award ceremony of the winners of the New Product Showcase. New products of the

exhibitors can be discovered in the scope of the New Product Showcase as well as via the novelty tool on the ISM website. The ISM Consumer Award will be conferred for the second time on the Tuesday of the fair in cooperation with Foodnewsgermany. The most popular item among all of the products submitted to the New Product Showcase will be determined in a consumer voting in collaboration with Foodnewsgermany on Instagram.

ISM is organised by Koelnmesse and the International Sweets and Biscuits Fair Task Force - AISM as its industry sponsor. All of the participants and visitors of ISM 2024 can look forward to a diversified and successful trade fair experience.

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:

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