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#ISM #ISMFamily #sweetweekcologne

## ISM 2024: Strong performance on the usual January date

**ISM and ProSweets Cologne: A convincing duo +++ Industry benefits from synergies of the Sweet Week +++ New event and networking formats impress young professionals and creators +++ Product show for coming trends and innovations**

This year's ISM in Cologne from 28 to 31 January proved to be the international hub for the global sweets and snacks industry. After the one-off postponement of ISM last year, 1,427 exhibitors from 74 countries presented the current trends and new products of the sweets industry in Cologne at the usual time. In total, ISM attracted around 30,000 trade visitors from more than 140 countries. Due to an extended event programme, exhibitors and trade visitors were able to experience the entire spectrum of the industry and benefit from additional networking opportunities. Once again this year it was possible to take advantage of the synergies along the entire value chain between ISM and the co-located ProSweets Cologne.

"ISM is not only a business platform, but also a central meeting point for product innovations, a specialised programme and interesting discussions. It not only promotes the cooperation between different players, together with the industry it also enables new, pioneering paths to be trodden. For us the positive response of all the participants confirms that the customary January date is the optimal point in time for the sweets and snacks industry," Gerald Böse, President and Chief Executive Officer of Koelnmesse, emphasised.

"Current challenges such as the price increases for raw materials and energy as well as sustainability and climate protection issues are approached holistically at ISM. Here, it becomes evident that the trade fair makes a significant contribution to the exchange and to the development of solutions," Bastian Fassin, Chairman of the International Sweets and Biscuits Fair Task Force (AISM), added. The AISM is the partner and industry sponsor of ISM.

With a high share of over 70 percent, there was an ongoing strong presence of international trade visitors. The most strongly represented countries from Europe were Belgium, Great Britain, Italy, the Netherlands, Spain and Ukraine. Beyond Europe, particular growth was recorded from the People's Republic of China, Israel, Japan, Canada and the USA.

The exhibiting companies praised above all the high quality of the trade audience. The trade sector was represented by the following companies, among others Auchan, Ahold Delhaize, Coop, Edeka, Globus, ITM (Intermarché), Magnit,



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Headquarters and place of jurisdiction:  
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District Court Cologne, HRB 952

Mercadona, Metro, Migros Switzerland, Sainsbury's, and SPAR International from Europe. From outside Europe, among others representatives of the following international top 100 food chains took part: Aeon Co, Costco Wholesale Corporation, CVS Health, E-Mart, JD.com, Kroger, Loblaw Companies Limited, Sino-Pacific, Walgreens and Walmart.

Page

2/3

### **Extended event concept for new target groups**

Together with the new GISMO Square on the Central Boulevard, Lab5 by ISM in Hall 5.2, formed a central place for innovation, networking and entertainment. The main aim was to create new formats especially for young professionals and creators. This alignment was also reflected by the introduction of the new Get-together Series that was held on the Sunday and Tuesday of ISM in Lab5 by ISM and which proved particularly popular among the target group of young professionals. Here, the participants were given the opportunity to get together in a relaxed atmosphere, engage in an exchange and discover new perspectives and ideas together.

### **New products and trends on the pulse of time**

Regarding the current trends, ISM demonstrated that the awareness of the consumers for enjoyment and health continues to grow. They are placing increasing value on sustainable ingredients and production. Healthier snack options like products that are rich in protein or low in sugar, for instance, also play an important role. Sustainably grown, natural ingredients are also being implemented more frequently by the manufacturers. The upcycling of ingredients is also a forward-looking manufacturing method for sweets and snacks. Unexpected flavours are also increasingly coming under focus.

### **#ISMfamily strengthens the global network of the sweets and snacks industry**

ISM unites companies from all over the globe under the hashtag #ISMfamily, also across the digital channels, offers a unique platform for international business opportunities and presents the latest global trends. The trade fair went viral across the social media and achieved just under one million hits over the entire duration of the trade fair. As offshoots of this unique network, ISM Middle East and ISM Japan contribute towards promoting the cross-industry exchange and cohesion at international level. In times when the food world is becoming more and more globalised, these trade fairs play a decisive role as hubs for the diversity of the sweets and snacks industry. They also particularly offer smaller, regional companies a strong quality brand locally and export-oriented companies in the respective country market access to support their international business. As such, the ISM family not only sets new impulses locally in the world of sweets and snacks, but also globally!

### **ISM in figures**

1,427 suppliers from 74 countries took part in ISM 2024, 88 percent of whom came from abroad. They included 172 German exhibitors and 1,255 exhibitors from abroad. More than 30,000 trade visitors from over 140 countries attended ISM 2024,

the foreign share was over 70 percent.

Page

3/3

The next ISM is scheduled to take place from Sunday, 02.02.2025 to Wednesday, 05.02.2025.

**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. 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:**

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

ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokyo 10.04. - 12.04.2024

**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/)

**Pressinformation**

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