

No. 1 / May 2024, Cologne
#ISM #ISMFamilY #sweetweekcologne

ISM reports growth in the number of exhibitors and exhibition space for 2025 after the early bird phase

85% of previous year's space already booked

The leading global trade fair for sweets and snacks, ISM, has announced a positive development after the early bird phase: 85% of the overall space of ISM 2024 has already been booked again by exhibitors from over 60 countries. Compared to the number of applications received by the end of the early bird phase of ISM 2024, Koelnmesse is registering an eight percent increase. As the leading trade fair, ISM will once again this year offer a platform for innovations, networking as well as numerous entertainment offers and business opportunities for the sweets and snacks industry. As usual, the coming ISM is being co-located with the supplier fair [ProSweets Cologne](#) in Cologne from 2 to 5 February 2025.

"We are delighted to have recorded seven percent more exhibitors and an eight percent increase in space compared to ISM 2024. That is remarkable, especially since the early bird phase didn't end until 31.05.2023 last year - but it also underlines the significance of ISM as the indispensable highlight of the annual event calendar of the sweets and snacks industry," stressed Sabine Schommer, ISM Director.

"For our exhibitors, participating in the trade fair means more than just booking stand area. They profit from unprecedented visibility with the industry, the access to buyers of global importance as well as a comprehensive presence in the national and international media. Beyond this, we enable first-class networking within the industry as well as with the exhibitors of ProSweets, the experts for the production of sweets and packaging technology, ingredients and packaging material," explained Bastian Mingers, Vice President Trade Fair Management Food at Koelnmesse GmbH.

Renowned national and international exhibitors at ISM 2025

The applications from Germany include companies like Katjes, Krüger, Lambertz, Ragolds, Riegelein, Rübezahl, Trolli and WAWI. Dietrich Borggreve, Genuport, IBIS, Kuchenmeister, Piasten, Schluckwerder, Conrad Schulte, Tri d'Aix, Top Sweets and Wicklein have also already confirmed their participation in 2025.

As usual, there is also a strong participation of international players: Among others, Baronie (Belgium), Cloetta Holland (the Netherlands), Elvan (Turkey), Fazer (Finland), Fini (Spain), ICAM (Italy), Kambly (Switzerland), Kervan (Turkey), Kras (Croatia), Loacker (Italy), Manner (Austria), Millenium (Ukraine), Natra (Spain), Nestlé Italiana (Italy), Sölen (Turkey), Toms (Denmark), Valor (Spain), Vidal (Spain), Wawel (Poland) have already registered. After over 20 years, the Japanese company, Morinaga, one of the leading global sweets manufacturing, has booked a stand and is



ISM
02.02. - 05.02.2025
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returning to ISM.

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In addition to existing regular exhibitors, ISM is also welcoming numerous new exhibitors again in 2025, including for example 1701 Nougat & Luxury Hampers Pty Ltd from South Africa, the manufacturers of hand-made luxury nougat; Amalfi Foods from Bahrain that specialises in bakery products and cakes; Hacks Sang Udom Confectionery, one of the leading Thai sweets companies for confectionery, popcorn and rice snacks; Lyra, the manufacturers of speciality chocolate from Slovakia; Savoria Kreasi Rasa with fruit, mint and coffee sweets, pastry and wheat snacks from Indonesia, Star Foodstuff (VAE) that produces among other things snack items made from potatoes, maize or that are tapioca or plantain-based as well as nuts, pistachios and sweets and the company Zuru from New Zealand that combines confectionery with toys.

Highlights of ISM 2025

In Lab5 by ISM young, innovative companies will once again be presenting their products and trend snacks in the Start-up Area, the specialised dealer section presents its offer of specialities for the small-volume business with sweets and snacks and the special event for innovations, the "New Product Showcase", is the stage for the new products of the exhibiting companies. ISM unites companies from all over the globe across the digital channels under the hashtag #ISMfamily.

Click on the following link to register as an exhibitor: [Application as an exhibitor | ISM \(ism-cologne.com\)](#)

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 - Anuga Asia - Re-imagine the future of the F&B industry, Bangkok 28.05. - 01.06.2024

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 18.06. - 21.06.2024

Anuga Select India - India's international exhibition on food & beverage trade and retail market, Mumbai 28.08. - 30.08.2024

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