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#ISM #ISMFamilY #sweetweekcologne

New momentum through strategic relocation of Lab5 by ISM during the Sweet Week

More focus +++ more synergies +++ more business

Lab5 by ISM is being relocated next year to further strengthen the synergies between ISM and ProSweets Cologne during the Sweet Week. The exhibition area has its own section in Hall 10.1, right next to Entrance East. In addition to new products and trend snacks, Lab5 by ISM, is also presenting start-ups, scale-ups and small handicraft businesses. The relocation to Hall 10.1 and the segmentation according to theme worlds significantly increases both the quality of the experience and the possibilities for a professional exchange.

Thanks to the spatial and thematical proximity to the Raw Materials & Ingredients and the Packaging sections, the Sweet Week creates the ideal conditions for effective networking. Visitors can track all of the process steps seamlessly, from the presentation of the raw materials, through to the final packing. Furthermore, special attention will be placed on the sustainability of packaging and ingredients, which opens up new business opportunities for both producers and suppliers.

Lab5 by ISM: 5 key topics under one roof

Visitors can look forward to trusted attractions and exciting new formats, which will impress the industry.

The 'Finest Creations' is one of the established and popular crowd-pullers, which presents the art of confectionery and cake-making up close. In the scope of the 'Live Sweets Creation' the visitors can experience the production of exquisite treats live.

The newly introduced Scale-up Area specifically targets companies that have been operating on the market for between five and ten years and thus enhances the existing Start-up Area. These sections offer young, innovative companies the opportunity to present their products and ideas to a wide trade audience.

Trend Snacks, which are traditionally replacing meals more and more frequently, are true crowd-pullers. From smoothies and muesli bars in the morning, to dried fruit and nuts as an in-between snack - ISM presents a wide assortment that satisfies the highest quality demands.

An inviting atmosphere is created in the GISMO Bar, where the visitors can relax while enjoying a coffee and refreshing beverages. The daily live music of a DJ creates the right environment for stimulating networking and a casual exchange. The experience is enhanced by the 'New Product Showcase', which grants insights into the industry's latest products.



ISM
02.02. - 05.02.2025
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"The Sweet Week is becoming an indispensable meeting point for the confectionery and snack industry. As the ideal supplement to the ProSweets sections, Ingredients and Packaging, Lab5 by ISM creates new cooperation opportunities between the manufacturers of ISM and supplier companies. Young visionaries and established brands meet up with each other here - innovation and tradition at eye level," Sabine Schommer, Director ISM, said enthusiastically.

For further information on ISM 2025 see [Sweets and snacks | ISM Cologne | ISM \(ism-cologne.com\)](#)

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

Note this date

It's Sweet Week - join the sweetest place-to-be! The most important trade fairs of the sweets and snacks industry are being held simultaneously in Cologne from **2 to 5 February 2025**: As a duo, the sweets trade fair, ISM, and the supplier fair, ProSweets Cologne, represent the entire industrial value chain of the international sweets and snacks industry - and present the largest worldwide offer of private labels in the sweet and salty segment. Anyone, who wants to be up-to-date on sweets and snacks-related technology, can learn everything here from the latest products, developments and trends, through to the most innovative ingredients, materials, packaging and process steps. During the Sweet Week the sector's most important industry players all engage in an exchange in one location at the same time - to bring about the sweetest synergies in the areas of networking, knowledge transfer and business.

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:

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

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 24.09. - 26.09.2024

Note for editorial offices:

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