

No. 3 / August 2024, Cologne
#ISM #ISMFamily #sweetweekcologne

Beastly pink connection: ISM takes over sponsorship for the flamingos at Cologne Zoo

**ISM mascot GISMO meets up with real-life fellow flamingos +++
Insight into exclusive contents and experiences at Cologne Zoo +++
Continuation of strong support of local initiatives**

The leading global trade fair for sweets and snacks, ISM, is taking on a special partnership: on World Flamingo Day, it is sponsoring a group of flamingos at Cologne Zoo, emphasising the close relationship with its plush mascot GISMO - a flamingo that has been the face and heart of the ISM family since 2023.

GISMO: A symbol for uniqueness and resilience

GISMO, the bubbly flamingo with bright pink feathers, is much more than merely a mascot: With his charismatic nature and love for sweets he has conquered the hearts of the ISM visitors.

"We are delighted that we were able to take on this sponsorship. Flamingos are not only impressive birds, they also match the values of ISM perfectly: Uniqueness, courage, flexibility and resilience to assert oneself in a dynamic environment. Our mascot GISMO is a symbol for these attributes. This sponsorship allows us to further underline this connection", stated Sabine Schommer, ISM Director.

Cologne Zoo is also delighted about the new sponsorship: "I sincerely thank ISM for taking over the sponsorship of the flamingos. This support in the scope of a sponsorship is very important for Cologne Zoo and enables us to continually improve the living conditions of the animals and further extend our education and species protection programmes", stated Prof. Theo B. Pagel, Director of Cologne Zoo.

Exclusive contents and interactive experiences at Cologne Zoo and ISM.

The exclusive content on GISMO and his real-life friends from the flamingo enclosure of Cologne Zoo is a special highlight. The photos and videos can be viewed on the website of ISM and on the social media channels. For its part, Cologne Zoo will also be present at ISM to draw attention to donation campaigns and sponsorships. "The collaboration promises many interesting stories and information about the flamingo sponsorship and the plush mascot GISMO and supports the valuable work of Cologne Zoo", said a delighted Sabine Schommer.

A strong signal for the location Cologne

Actively supporting local initiatives is of great importance to ISM: In this way, it has already been supporting among others the food bank in Cologne with monetary and in-kind donations for many years. Supporting Cologne Zoo also strengthens the connection between ISM and the location Cologne. The sponsorship certificate can



ISM
02.02. - 05.02.2025
www.ism-cologne.com

Your contact:
Jana Hohlfinger
Tel.
+49 221 821-3468
e-mail
J.Hohlfinger@
koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

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

be viewed on the website of ISM.

Page

2/3

All information on sponsorship can be found here: [Sponsoring Cologne Zoo | ISM \(ism-cologne.com\)](https://www.ism-cologne.com)

The next ISM is scheduled to take place in Cologne during the Sweet Week from 02.-05.02.2025 and is co-located with the supplier fair for the sweets and snacks industry, [ProSweets Cologne](https://www.prosweets-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:

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

ISM - The world's largest trade fair for sweets and snacks, Cologne 02.02. - 05.02.2025

Note for editorial offices:

ISM photos are available in our image database at www.ism-cologne.com in the "News" section. Press information is available at www.ism-cologne.com/Pressinformation

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Page
3/3

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Your contact:

Jana Hohlfinger

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-3468

E-Mail: j.hohlfinger@koelnmesse.de

www.koelnmesse.com