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#ISM #ISMFamilY #sweetweekcologne

More than 1,500 exhibitors from 70 countries: The countdown is on for ISM 2025

**Strong global interest and the return of well-known brands +++
More synergies with ProSweets Cologne in the scope of the Sweet Week +++
Innovation platform for early product presentation +++
Ticket shop is open immediately**

The preparations for ISM 2025, the leading trade fair of the sweets and snacks industry, are already in full swing. With over 1,500 exhibitors from 70 countries, the trade fair will once again be the international stage for the innovations and trends of the sweets and snacks industry from 2 to 5 February 2025 in Cologne. ISM is co-located with the supplier trade fair ProSweets Cologne in the scope of the Sweet Week and brings supply and demand together in a targeted manner.

Strong global interest and the return of well-known brands

The current number of applications comprising of renowned national and international companies shows impressive diversity. German brands such Katjes, Krüger, Lambertz and Trolli are presenting their latest products, whilst international stars like Baronie from Belgium, Canel's from Mexico, Cloetta Holland from the Netherlands, Fazer from Finland, Millano from Poland and Sölen from Turkey will exhibit their innovations.

The exhibitor, Bifa Biscuits from Turkey, is returning to the trade fair after five years and the Japanese cult brand, Morinaga, is on board again after 20 years of absence. Both companies are known for their creative and high-quality products.

More synergies with ProSweets Cologne in the scope of the Sweet Week

The exhibitors and trade visitors will benefit from the co-located ProSweets Cologne, the international supplier fair of the sweets and snacks industry, again next year. Organising the two trade fairs simultaneously in the scope of the Sweet Week creates unique synergies, offers practical solutions for current challenges and promotes the exchange within the industry. The close interlinking between ISM and ProSweets Cologne creates a platform for production managers, research and development as well as packaging and ingredients experts that goes far beyond a pure trade fair visit and lends suppliers and manufacturers the opportunity to shape the future of the sweets and snacks production. This is further enhanced by high-quality contents like those for example presented on the jointly organised stages, the **Expert Stage** on the Boulevard and the **Sweet Week - Talks & Tasting Stage** in Hall 10.1.

Furthermore, a special highlight is the **Sweet Week Production Summit** that is being organised for the first time and which brings production managers, CEOs and



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

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owners of the production companies exhibiting at ISM together with the supplier industry (exhibitors of ProSweets Cologne) in a targeted manner. Among others, first-class examples of best practice on the implementation of AI tools for a cost-efficient and future-proof production will be showcased here. Three-minute pitch sessions of the supplier industry by ProSweets Cologne exhibitors will additionally be held here followed by a matchmaking forum in the Networking Area to promote concrete solutions and business relations.

"Both trade fairs, ISM and ProSweets Cologne, have developed into leading content platforms for the sweets and snacks industry and in times of rapid market changes offer in-depth insights into trends and progress such as sustainable packaging solutions and innovative flavours. The synergy with ProSweets Cologne allows a comprehensive overview of the entire value chain and turns the Sweet Week into the ideal platform for innovations and business opportunities," commented Sabine Schommer, Director ISM.

Innovation platform for early product presentation

As an innovation exhibition of the global sweets and snacks industry, ISM offers its exhibitors the exclusive opportunity to present their latest products, trailblazing trends and creative innovations in the run-up to the trade fair already and generate attention within the industry. The New Products Tool is at the disposal of the exhibitors with immediate effect: [ISM New Products Presentation 2025 \(ism-cologne.de\)](https://www.ism-cologne.de).

Ticket shop is open with immediate effect

The ticket sales for ISM 2025 have begun. Visitors from all over the globe are awaited. Trade visitors can purchase their ticket for the coming event immediately via the ticket shop, prepare their visit to the trade fair at an early stage, remain up-to-date via the ISM app and plan their accommodation in Cologne in due time: [Buy tickets | ISM \(ism-cologne.com\)](https://www.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:

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

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok

05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage
Sector, São Paulo 08.04. - 10.04.2025

Page

3/3

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