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#ISM #ISMFamilY #sweetweekcologne

Ulrich Zuenelli wins the ISM Award 2025

Distinction for outstanding services to the international sweets and snacks industry +++ Long-standing commitment to the further development of ISM +++ Special recognition for Ulrich Zuenelli's life's work

Ulrich Zuenelli, managing partner of Loacker and member of the third generation of the entrepreneur family Loacker-Zuenelli, is to be distinguished with the renowned ISM Award 2025. The ISM Award 2025 will be officially presented during the festive ISM dinner on the Sunday of the fair, on 2 February 2025. The distinction pays tribute to his outstanding commitment to the international sweets and snacks industry as well as his long-term contribution to the further development of ISM.

Ulrich Zuenelli has held various executive positions at the family company, Loacker, a leading global brand for premium wafer and chocolate specialities, since 1996. He began his career as Commercial Director of the second production plant in Heinfels, East Tyrol. Over the course of his career he took over responsibility for key areas, including FinanzenSchär AG, President of the Supervisory Board of Sweet Global Network e.V. and Vice Chairman of the ISM Task Force (AISM).

His exceptional contribution to the further development of the sweets and snacks industry is being honoured by an international jury comprising of representatives from the industry, trade and science sector: "Ulrich Zuenelli is not only an excellent manager, he is also a valuable driving force for the entire sweets and snacks industry. His tireless efforts for progress and his presence within the industry make him a true role model," stated Bastian Fassin, Chairman of the German Confection Industry (BDSI).

Significance of ISM and the distinction

"ISM plays and has played a decisive role in the development and further development of our international business as medium-sized companies. Hence, for me personally the ISM Award is a highly-appreciated recognition of my efforts to promote the successful development of the trade fair, both as a long-standing active exhibitor and visitor as well as in my capacity as Vice Chairman of the ISM Task Force," said Ulrich Zuenelli.

He dedicated the distinction to all generations of the Loacker family and to his employees, distribution partners, customers and stakeholders, who have contributed to the success of the brand. "This award ceremony was a perfect enhancement to our anniversary celebrations and rounds off our 100th anniversary in a special way," emphasised Zuenelli.



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

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The portrait photo of Ulrich Zuenelli can be found [here](#).

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About Loacker

Founded in South Tyrol in 1925, Loacker has in the meantime established itself as a leading global brand for premium wafer and chocolate specialities with a 4.5% share of the global market (Euromonitor 2024). With a wide selection of wafer-based patisserie and chocolate specialities, the company exports goods to over 100 countries and makes three quarters of its turnover in international markets. Loacker has been an integral part of ISM for half a century and symbolises quality and innovation in the sweets industry.

Koelnmesse is the organiser of ISM and its industry sponsor is the International Sweets and Biscuits Fair Task Force (AISM).

Koelnmesse - worldwide trade fairs for the food industry and food production:

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM, and ProSweets Cologne, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production.

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

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