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#ISM #ISMFamilY #sweetweekcologne

## From 2027: ProSweets Cologne will become ISM Manufacturing - the complete value chain under focus

**New branding from 2027 integrates all segments of the sweets and snacks production under the umbrella of the ISM brand +++ Efficient processes and more networking options for the industry +++ Production processes can be experienced on-site +++ ISM Ingredients already commences in 2026**

The international supplier trade fair for sweets and snacks, ProSweets Cologne, will be renamed ISM Manufacturing from 2027 onwards. With this rebranding, Koelnmesse, is systematically pursuing the strategic further development of its industry-specific trade fair portfolio in the food section and at the same time strengthening its focus on a uniform, international brand family for the sweets and snacks industry.

In future, the umbrella of the ISM brand will encompass the trade fairs staged in Cologne, ISM, ISM Ingredients, which is being launched in 2026, as well as the new ISM Manufacturing. As such, the entire value chain - from raw materials and production, technology and packaging through to the finished product - will be represented in a worldwide unique constellation. Sabine Schommer will continue to head up ISM in Cologne as Director. ISM Ingredients and ISM Manufacturing will also remain under the responsibility of the current ProSweets Director, Guido Hentschke.

"With the realignment and renaming of ProSweets Cologne to ISM Manufacturing, we are creating a uniform brand and a trade fair world that brings the entire production process of sweets and snacks alive on-site. For exhibitors and trade visitors this means a clear orientation, more efficient processes and new networking options - all under a strong, uniform brand presence," emphasised Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

### Response to the growing market demands

The realignment is taking place against the backdrop of the changing market demands and increased networking within the value chain. The processes in the sweets and snacks industry are more strongly interlinked today - from raw materials, production and packaging through to the finished product.

The new brand architecture will integrate the supplier industry more strongly into ISM and position it as an integral part of the global sweets and snacks industry. In this way, a clearly structured, internationally oriented trade fair environment with increased visibility will unfold for the companies and trade visitors. Complementary services like a joint website presence and ticket shop, a central trade fair app as



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well as uniform networking and communication platforms will facilitate the planning and the exchange from 2027 onwards. Overall, the new structure strengthens the orientation and promotes the professional and business dialogue across all relevant sections of the industry.

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#### **Theme sections of ProSweets Cologne to remain intact**

Since 2006, ProSweets Cologne has served as an independent, central platform for suppliers, machine manufacturers, packaging technologies and production processes in the sweets and snacks industry. With the rebranding to ISM Manufacturing, this role will be consistently continued and strategically developed from 2027 onwards. The format will continue to cover the four central theme sections Packaging Materials, Packaging Technology, Production Technology as well as Operating Equipment & Auxiliary Devices, focusing on machines, plants, packaging solutions and production processes. The content-related offers will, however, be more strongly integrated into the overall portfolio of ISM in future.

#### **ISM Ingredients to be launched in 2026**

Starting in 2026, ISM Ingredients will become the new platform for raw materials, ingredients and semi-finished products within ISM. The format bundles the former "World of Ingredients" of ProSweets Cologne and addresses manufacturers, suppliers and trade visitors from the sweets and snacks industry. The focus lies on high-quality raw materials, innovative ingredients and sustainable solutions.

#### **Registration for 2027 now open**

Companies from the industry can now register online for ISM, ISM Ingredients and ISM Manufacturing 2027. The early bird phase ends on 31 March 2026.

[Register here](#)

#### **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 and ISM Ingredients - The world's largest trade fair for confectionery, snacks, and their ingredients., Cologne 01.02. - 04.02.2026

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 01.02. - 04.02.2026

THAIFEX - HOREC Asia - Southeast Asia's leading Hospitality & Food Service Trade Show, Bangkok 11.03. - 13.03.2026

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