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#ISM #ISMFamilY #sweetweekcologne

## ISM Award 2026 goes to Dr. Uwe Lebens of Genuport

**Distinction for outstanding lifetime achievement +++ Long-term commitment to the international sweets industry +++ Award ceremony during the new ISM Opening Night**

Dr. Uwe Lebens, owner and long-standing Chief Operating Officer of Genuport Trade GmbH, has been awarded the prestigious ISM Award 2026. The official presentation of the award took place during the new ISM Opening Night on the evening of the first day of the fair on 1 February 2026. The award honours his outstanding lifetime achievements, his long-term contribution to the further development of the International Sweets & Biscuit Fair (ISM) and his services as a driving force of the sweets industry.

Dr. Uwe Lebens joined the management of Genuport in 1989 and has shaped the family business long-term. Under his leadership, Genuport extended its international presence and strengthened its position as a leading importer and distributor in Germany.

In addition to his entrepreneurial activities, Dr. Lebens was actively involved in various industry associations for decades: as a founding member and Honorary Chairman of the SWEETS GLOBAL NETWORK e.V. (SG), in the International Sweets and Biscuits Fair Task Force (AISM) since 1989 and from 2001 to 2010 on the Board of the European Sales and Marketing Association (ESMA).

In December 2025, Dr. Lebens handed over the operative management to his son, Konstantin Lebens, thus completing a successful generation change. Genuport is a founding member of ISM and has been represented continuously with its own stand at the trade fair since 1971.

### Significance of ISM and the distinction

"The ISM Award fills me with immense gratitude. Genuport and I have been part of the International Sweets & Biscuits Trade Fair since 1989. ISM is a place of encounter, innovation and dialogue. As a member of the ISM Task Force, I was able to actively participate in the continual further development of the trade fair format. My special thanks go to our long-standing partners, dedicated companions and the leading personalities of the international sweets industry, who have made this joint path possible and enriched it," said Dr. Uwe Lebens, long-standing Chief Operating Officer and current Chief Representative of Genuport.

"Dr. Uwe Lebens has contributed outstanding services to the sweets industry. The ISM Award recognises his long-standing commitment, his contribution to the further



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[www.ism-cologne.com](http://www.ism-cologne.com)

Your contact:  
Patrick Schmitz  
Tel.  
+49 221 821-3083  
e-mail  
[p.schmitz@koelnmesse.de](mailto:p.schmitz@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](http://www.koelnmesse.com)

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development of the ISM and his impressive lifetime achievements at the family business Genuport," said Bastian Fassin, Chairman of the Association of the German Sweets Industry e.V. (BDSI).

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#### **About Genuport Trade GmbH**

Genuport Trade GmbH is one of the leading food importers and distributors in Germany. Since its foundation in the year 1949, the company has evolved from being a traditional family business into a dynamic organisation of global alignment. With around 160 employees, Genuport distributes over 50 renowned national and international food brands and covers all key accounts of the German food retail trade, enhanced by new sales channels such as the sport channel and E-Commerce.

ISM is organised by Koelnmesse and the International Sweets and Biscuits Fair Task Force, (AISM), is the industry sponsor of the event.

#### **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:**

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

Anuga Select Brazil - The Energy of Brazil, the Power of the Global Market, São Paulo 07.04. - 09.04.2026

Anuga Select Japan - WHERE TRADE AND TRENDS ARISE, Tokyo 15.04. - 17.04.2026

#### **Note for editorial offices:**

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#### **Your contact:**

Patrick Schmitz  
Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-3083  
E-Mail: [p.schmitz@koelnmesse.de](mailto:p.schmitz@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)