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#ISM #ISMFamilY #sweetweekcologne

New hall structure: ISM, ISM Ingredients and ISM Manufacturing are growing closer together

New hall allocation strengthens the networking and exchange along the value chain +++ Clear structures and short routes ensure improved visitor guidance +++ Increased visibility for the exhibitors

ISM, ISM Ingredients and the new ISM Manufacturing are being united under a single brand umbrella from 2027 on - and will also grow closer together physically. As part of the strategic further development and ongoing modernisation of the fair grounds in Cologne, a new hall structure is being introduced. The aim is to take the innovative character of ISM as the world's leading trade fair for sweets and snacks to the next level, drive new growth and bring the entire industry even closer together.

The realignment towards a uniform ISM brand family reflects the developments within the industry: Processes are increasingly interconnected today, innovation cycles are shorter and the exchange between the individual value chain stages is becoming increasingly important. This is precisely where the altered hall layout, which will take effect in 2027, comes into play. It strengthens the thematic connection between ISM, ISM Manufacturing and ISM Ingredients and creates clear structures along the entire value chain - from raw materials and technology to production, brands and retail.

"The new hall structure interlinks the key topics of the trade fair trio even more closely. At the same time, we are creating a significantly more efficient trade fair experience for our trade visitors. For the exhibitors this means greater visibility, higher visitor traffic and more targeted networking possibilities," explained Bastian Mingers, Vice President Trade Fair Management Food and Food Technology of Koelnmesse.

An overview of the new hall layout

The new layout creates clear thematic clusters and strengthens the thematic interlinking between the individual exhibition sections. At the same time, it ensures shorter routes and improves the orientation of the visitors at the fair grounds.

The most important structural changes:

- **Innovation Hotspot Hall 5.2:** This is where ISM Ingredients, Lab5 by ISM, the New Product Showcase and the Talks & Tasting Stage are gathered together. The hall thus becomes the central meeting point for innovations, trends and networking.
- **Technology Hub Hall 4.1, Boulevard, Passage 4/5:** ISM Manufacturing is moving to Hall 4.1 and is thus coming under greater focus. This creates a technology hub together with the Boulevard and Passage 4/5, which unites the Expert Stage and



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the Machines & Plants sections.

- **Continuity in Hall 4.2:** The country pavilions will remain in Hall 4.2 in their accustomed environment, thus ensuring continuity.
- **Expanded ISM halls:** Exhibitors from Hall 3.2 will be integrated into Hall 10.1. Furthermore, Halls 10.1 and 10.2 will be used entirely as ISM Halls in future.

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This structure strengthens the positioning of ISM as a global platform for innovation, exchange and sustainable growth in the sweets and snacks industry and at the same time opens up new opportunities for the further expansion of the trade fair trio.

ISM, ISM Ingredients and ISM Manufacturing are being staged from 31 January to 3 February 2027. Companies from the industry can already register as an exhibitor.

The current hall plan can be found [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:

Anuga Select China - The leading food & beverage exhibition for Southern China, Shenzhen 27.04. - 29.04.2026

THAIFEX - Anuga Asia - Beyond Food Experience, Bangkok 26.05. - 30.05.2026

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 09.06. - 12.06.2026

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