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ISM 2027: Successful early bird phase confirms strong market dynamics

Early bird phase surpasses that of the previous year event by five percent +++ ISM strengthens its position as a global industry platform +++ High return rate among renowned exhibitors +++ International market leaders confirm their participation +++ Arcor returns for the first time since 2020 +++ Numerous country pavilions have registered again

As the early bird phase draws to a close, ISM 2027 is already recording a strong demand: The current number of registrations is around 5 percent higher than the level of last year's early bird phase. These positive developments underline the fact that the strategic further development of ISM into a holistic platform across the entire value chain is significantly contributing towards this increase in demand. Together with ISM Ingredients and ISM Manufacturing, the ISM trade fair trio is positioning itself as a unique global industry platform, which combines innovation, expertise in ingredients and industrial implementation.

"We are delighted by the ongoing high demand from exhibitors and that the number of registrations has increased again in comparison to the early bird phase of 2025. This fantastic response underlines the role of ISM as an indispensable meeting point for the international sweets and snacks industry," explained Sabine Schommer, Director of ISM.

High participation from renowned companies

Many international market leaders have confirmed their attendance. These include, among others, AVK (Ukraine), Baronie (Belgium), Bifa (Turkey), Canel's (Mexico), Colombina (Colombia), Docile (Brazil), Elvan (Turkey), Gubor (Germany), ICAM (Italy), Kambly (Switzerland), Katjes (Germany), Kervan (Turkey), Krüger (Germany), Lambertz (Germany), Loacker (Italy), Manner (Austria), Millennium (Ukraine), Natra (Spain), Ragolds (Germany), Roshen (Ukraine), Sölen (Turkey), Toms (Denmark), Trolli (Germany), Valeo (Great Britain), Valor (Spain), Vidal (Spain), Wawel (Poland) and WAWI (Germany).

The high return rate of renowned companies is particularly pleasing. Exhibitors that have rebooked for ISM 2027 include Morinaga, Ritter Sport and Zentis. Morinaga is thus taking part for the third time in a row since 2025. Following its return last year, Ritter Sport is also represented with a stand again. Furthermore, the German traditional company Zentis is exhibiting at ISM again after its last participation in the year 2024.

A further significant, international manufacturer, namely Arcor, is exhibiting at ISM



ISM
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for the first time again since 2020. The company, whose European headquarter is based in Spain, is one of the leading global sweets manufacturers and is part of the Argentine Arcor Group.

Page

2/3

There is also great demand for international pavilions: Country pavilions from a total of 24 countries and regions have already registered during the early bird phase.

New hall structure and concept-related further developments

In addition, several concept-related innovations are being introduced for ISM 2027. Hall 3.2 will not be used in future, the exhibitors from the Bakery Products section are relocating to Hall 10.1. After its successful premiere at ISM 2026, the "ISM Functional Sweets" section will also be further expanded.

The innovation format "Lab5 by ISM" is returning to its original location in Hall 5.2 in 2027. Here, ISM will once again be showcasing forward-looking formats and industry trend topics. For example, sections like "ISM Functional Sweets", the "Start-up and Scale-up Area", "Trend Snacks" and the "New Product Showcase" will be featured in this area. The Talks & Tasting Stage and ISM Ingredients will also be at home in Hall 5.2.

The coming ISM is scheduled to be co-staged with ISM Manufacturing and ISM Ingredients in Cologne from 31 January to 3 February 2027.

For further information and to register as an exhibitor, please visit:

<https://www.ism-cologne.com/for-exhibitors/become-an-exhibitor/>

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:

Alimentec | Anuga Select Colombia - The future of food in Latin America and the Caribbean, Bogotá 09.06. - 12.06.2026

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2026

Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 29.09. - 01.10.2026

Note for editorial offices:

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Page

3/3

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