Press release

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#ISM #ISMFamily

Koelnmesse consolidates the management of the ISM brand family

Guido Hentschke to head ISM Snacks & Sweets +++ Sabine Schommer takes on new responsibilities within Koelnmesse

Koelnmesse is consolidating the management of its three Cologne-based trade fairs for the international sweets and snacks industry. On 1 November 2026, Guido Hentschke took over responsibility as Director for ISM Snacks & Sweets, in addition to ISM Ingredients and ISM Manufacturing. As such, all three events will in future be managed under his sole leadership. Hentschke succeeds Sabine Schommer, who, following twelve successful years with ISM, is moving on to take over new, key strategic tasks within Koelnmesse.

Sabine Schommer has successfully driven the quantitative and qualitative growth of ISM over the past twelve years and has strengthened its position as an international meeting point of the sweets and snacks industry. She has driven key industry topics forward, played a decisive role in the brand's relaunch and established "Lab5 by ISM", a section dedicated to trends, innovations and networking. She additionally reinforced the collaboration with the trade associations and partners of the trade fair. In her new role at Koelnmesse, she will be responsible for FSB, aquanale and didacta.

"Sabine Schommer has shaped ISM with great commitment and a profound understanding of the industry for many years. We would like to express our sincere thanks for this. At the same time, we are delighted that she will contribute her extensive experience to other key event portfolios at Koelnmesse," stated Oliver Frese, Chief Operating Officer of Koelnmesse.

"Together with the team, exhibitors, associations and partners, we have continuously further developed ISM, addressed new themes and created formats that have provided the industry with added value. I am very grateful for the trusted collaboration. In handing over the management of ISM Snacks & Sweets to Guido Hentschke, I am passing the reins to a successor who is already well-acquainted with the sector and its key players," commented Sabine Schommer.

Sole leadership strengthens the ISM brand family
Guido Hentschke draws on extensive expertise in the sweets & snacks sector and has built up a strong industry network over the past few years. Since 2021, he has been managing ProSweets Cologne, playing a major role in its strategic evolution, which included restructuring the Ingredients segment to form ISM Ingredients and the successful relaunch of ProSweets Cologne as ISM Manufacturing.

ISM Snacks & Sweets
31.01. - 03.02.2027
www.ism-cologne.com

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"ISM Snacks & Sweets is an internationally established business and innovation platform for the sweets and snacks industry. Sabine Schommer and the entire team have developed a strong foundation over the years to achieve this. I look forward to continuing this successful work. Our goal is to further enhance the individual profiles of ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets and, at the same time, maximise the benefits of the brand family for the exhibitors, visitors and partners alike," stated Guido Hentschke.

Together, the three trade fairs cover the entire value chain of the sweets and snacks industry. The ISM trade fair trio will be staged in Cologne from 31 January to 3 February 2027.

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 Snacks & Sweets, ISM Ingredients and ISM Manufacturing, 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 - One platform. Three specialized trade fairs.
nISM Ingredients · ISM Manufacturing · ISM Snacks & Sweets
n, Cologne 31.01. - 03.02.2027
Anuga Select Ibérica , Madrid 16.02. - 18.02.2027
Anuga FoodTec - International supplier fair for the food and beverages industry, Cologne 23.02. - 26.02.2027

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