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Strategic realignment of the sweets and snacks portfolio: Introduction of ISM Ingredients as of 2026

Strengthening the synergies between the suppliers of raw materials and the manufacturers +++ In future, ProSweets will focus on machines, plants, packaging solutions

ISM, the leading global trade fair for sweets and snacks is going to be expanded to include a new format from February 2026 onwards: Namely, that is when the Raw Materials & Ingredients segment of ProSweets Cologne is being launched for the first time as an independent trade fair format called ISM Ingredients. Integrated into Hall 10.1 and under the strong umbrella brand, ISM, an own platform especially for raw materials, ingredients and semi-finished products will thus arise in the sweets and snacks industry.

The new trade fair format will replace the existing ingredients sections of ProSweets Cologne and integrate these closely into the innovation sections of ISM in Hall 10.1. The aim is to maximise the synergies between the suppliers of raw materials and the manufacturers of the sweets and snacks industry and create a platform for innovation and sustainable production.

Strategic decision for growth and innovation

With the introduction of ISM Ingredients, Koelnmesse is reacting to the wishes and needs of the industry, which is in favour of a stronger integration into ISM. "In the form of ISM Ingredients we are not only offering the ideal bridge between ISM and ProSweets Cologne to promote innovations along the entire value chain. We are also pushing the forward-looking further development of our trade fair formats of the food portfolio forward and additionally satisfying the needs of the exhibiting industry," explained Bastian Mingers, Vice President Trade Fair Management, Food & Food Technology at Koelnmesse.

Guido Hentschke, Director ProSweets Cologne and in future of ISM Ingredients, added: "The discussions with the industry also confirm that the theme raw materials and ingredients holds huge growth potential. The integration into the brand world of ISM as the leading platform of the sweets and snacks industry is thus a logical step for us so we are even closer to the producers."

Innovative concept with added value

In addition to the presentation of raw materials, semi-finished products and functional ingredients, ISM Ingredients will also offer a new, innovative congress and event format.

- Lectures on trends and technologies in the ingredients industry.
- Networking opportunities that connect the suppliers and producers.



ISM Ingredients
01.02. - 04.02.2026
www.ism-cologne.com

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- Impulses for sustainable production and innovation in the sweets and snacks industry.
- Continuation of the Ingredients Special Show

Changes at ProSweets Cologne

Parallel to this ProSweets Cologne remains to be an independent trade fair and will in future focus on machines, plants and packaging solutions as well as on food safety and quality solutions. The new segmentation creates clear focuses and strengthens the existing formats.

New strength under one roof: ISM integrates ingredients competence

ISM is the leading global trade fair for sweets and snacks and is held in Cologne annually. Furthermore, the brand is also present in the strategically important markets of Koelnmesse in the form of ISM Middle East and ISM Japan. ProSweets Cologne is the international supplier fair for the sweets and snacks industry and is co-staged annually with ISM at the Cologne fair grounds. With the introduction of ISM Ingredients from 2026 onwards, Koelnmesse is pushing the forward-looking further development of the existing portfolio in the food and food technology section forward to optimally satisfy the needs of the industry.

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 02.02. - 05.02.2025

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 08.04. - 10.04.2025

Note for editorial offices:

ISM photos are available in our image database at www.ism-cologne.com in the "Press" section. Press information is available at www.ism-cologne.com/Pressinformation

If you reprint this document, please send us a sample copy.

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