

No. 1 / February 2021, Cologne  
#prosweetscologne

## ProSweets Cologne launches theme and trend campaign

### Preparations for the supplier trade fair for sweets and snacks in 2022 are underway - digital offers for additional reach

In November 2020, after an intense exchange with the industry, Koelnmesse had to cancel ProSweets Cologne 2021 with deep regret due to the Corona pandemic. The trade fair team has launched an extensive, industry-oriented product and trend campaign to give exhibitors and the partners of the trade fair the opportunity to report about relevant specialised themes and trends in the scope of ProSweets Cologne, even without a physical event. The preparations for the next edition of ProSweets Cologne, which is scheduled from 30.01.-02.02.2022, are also in full swing.

Running over the course of several months, the campaign will comprise of a combination between a wide range of communication measures, such as webinars, specialised articles, interviews, video content and press releases. The campaign is being supported by the German Agricultural Association (DLG), Innova Market Insights and Euromonitor as well as by the packaging specialists, Pacoon and Syndicate.

"ProSweets Cologne is not only a business and networking meeting point, but also the central platform for the trends of the industry. In the scope of the ProSweets Cologne campaign we are continuing to offer our customers the possibility of informing themselves about the current topics of the suppliers for sweets and snacks despite the fact that a physical event is not being staged on-site. In this way, hand in hand with the new products and trend campaign of ISM, we are covering the entire value chain of the sweets and snack industry," explained Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

Parallel to the theme and trend campaign, the preparations for ProSweets 2022 are in full swing. The event is planned in a hybrid format. Based on a digital platform developed by Koelnmesse, which was already successfully implemented at the largest European trade fair for digital marketing and advertising, DMEXCO 2020, ProSweets Cologne 2022 will thus also offer new digital formats for exhibitors and visitors in addition to the physical presence. The platform is "state of the art" and offers the exhibitors for instance the possibility to present their products as photo and text information within the digital exhibitor showroom and additionally increase the attention their company attracts by embedding video content. Furthermore, content on products and companies can be presented in digital panels or conferences to a circle of interested parties and of course addressed in greater depth via special networking functions in chats or digital meetings. In addition to a



ProSweets Cologne  
30.01. - 02.02.2022  
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large number of further tools, the platform thus also provides support in addressing new visitor target groups and will continue to enhance the offer of ProSweets Cologne long-term well beyond 2022.

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#### **Koelnmesse - Global Competence in Food and FoodTec:**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

#### **The next events:**

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 21.04. - 23.04.2021

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 21.04. - 23.04.2021

Alimentec - International food, beverage and hospitality trade fair, Bogotá 08.06. - 11.06.2021

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

ProSweets Cologne photos are available in our image database on the Internet at [www.prosweets-cologne.com](http://www.prosweets-cologne.com) in the "News" section or [www.prosweets-cologne.com/imagedatabase](http://www.prosweets-cologne.com/imagedatabase).

Press information is available at <http://www.prosweets-cologne.com/>

#### **Pressinformation**

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

#### **ProSweets Cologne in the Social Web:**

<https://de.linkedin.com/showcase/pro-sweets-cologne>

<https://www.facebook.com/prosweetscologne>

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