

No. 4 / December 2022, Cologne  
#prosweetscologne

## ProSweets Cologne 2023 - Special Edition: Good reception among the industry - exhibition space expanded

**+++ Twice as many applications as anticipated +++ Exhibition space expanded +++ Early bird rate applies until 15.12.2022 +++**

The ProSweets Cologne 2023 - Special Edition is taking place next year from 23.-25.04.2023 parallel to the International Sweets and Biscuits Fair ISM at the Cologne fair grounds. The concept is going down extremely well with the supply industry for sweets and snacks. At this present moment, the number of applications from exhibitors is already twice as high as expected. Due to the high demand, the exhibition space is being expanded. The exhibition space was originally limited down to the Central Boulevard - thus located in the heart of ISM. Due to the strong increase in the number of applications from exhibitors, the exhibition space of the ProSweets Cologne 2023 - Special Edition is being expanded to include the central Passage between Halls 4 and 5.

"The market's overwhelming response to the ProSweets Cologne 2023 - Special Edition is demonstrating to us that we have placed our bets on the right horse with this concept," explained Guido Hentschke, Director of ProSweets Cologne.

To-date exhibitors from over 10 countries have registered from all product sections. Among others, the following have already confirmed their participation: Capol GmbH, Coppenrath Feingebäck GmbH, Baker Perkins, Prefamac Chocolate Machines, Live-Tech s.r.l., Fuji Packaging, GNT Group B.V., Hacos NV, Handtmann, Maschinenfabrik Seydelmann KG, Stearinerie Dubois Fils and Dolciaria Gadeschi SpA.

"The strategy of offering low-effort complete standard packages for the one-off April edition as well as a comprehensive matchmaking with producers from the sweets and snacks industry, who are on-site anyway due to the co-staged ISM, is paying off," stated Guido Hentschke. "I am particularly pleased about the participation of machine and plant manufacturers, who are bringing their machines with them to the Special Edition."

### Early bird offer

For the Special Edition the supplier fair for sweets and snacks is exclusively offering exhibiting companies complete stand packages in three different executions. For last-minute exhibitors these packages can be booked up until 15.12.2022 via the website at [www.prosweets.com/application](http://www.prosweets.com/application) at the early bird discount. As usual, the focus lies on the four product segments "packaging and packaging materials", "production and packaging technology", "operating equipment and auxiliary devices" as well as "raw materials and ingredients." In addition to these main themes,



ProSweets Cologne  
23.04. - 25.04.2023  
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ProSweets Cologne will also focus on the section "sweet & snackable ingredients".

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#### **Attractive event and congress programme**

In addition to the current and future-oriented specialised topics, supply-chain related themes of the new era, changes to the export-oriented geostrategy as well as energy and resource shortages will also be integrated into the programme. The initial highlights of the event and congress programme have already been set. Thus, for example, Euromonitor, the partner of both trade fairs for many years, will discuss the effects of inflation on the sweets and snacks market in Europe under the title "Inflation Surge and its Impact on Snacks". The industry sponsor of ProSweets Cologne, DLG, will also discuss solutions for the global procurement of raw materials and energy efficiency in the production of sweets together with the ISM on the joint Expert Stage.

A special focus of the PSC Special Edition will be the energy crisis theme - and here the emphasis will particularly lie on its impact on the global goods supply chain and the prices of the end products. The industry is busy and is already developing approaches for solutions of how to react to the challenges. In addition to savings in energy and production materials for the production of sweets and snacks, these also include developments for the sustainable and thus energy-saving design of the packaging of the goods.

**Koelnmesse - industry trade fairs for the food technology sector:** Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

Further information: <https://bit.ly/3Rln1fV>

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

ProSweets Cologne 2023-Special Edition - The international supplier fair for the sweets and snacks industry, Cologne 23.04. - 25.04.2023

ANUTECH - International FoodTec India - India's largest international supplier fair for the food and drink technology, Mumbai 07.09. - 09.09.2023

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 24.10. - 27.10.2023

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

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

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