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#prosweetscologne

DLG focuses on future themes

Expert Stage and Guided Tours offer compact information on the current challenges - the attention is focusing on networking and a business exchange - 28 to 31 January 2024 in Cologne

The preparations for ProSweets Cologne 2024 are running at full speed. The international supplier fair for sweets and snacks is being staged at the Cologne fair grounds from 28 to 31 January 2024 next year, together with ISM - the leading global trade fair for sweets and snacks. As the trade fair's industry sponsor, the DLG (German Agricultural Society) is, in close collaboration with Koelnmesse, presenting an interactive specialised programme on the Expert Stage, which focuses on current and forward-looking themes. The Guided Tours will provide inspiration in the form of ideas taken from practice for use in practice. The emphasis is on "sustainable packaging concepts and processes". Like the Expert Stage, the Guided Tours are also concentrating on networking and a business exchange.

The major themes of the food industry are also intensively preoccupying the sweets and snacks industry: The trend towards natural, more healthy and sustainably produced or packaged food is gaining in significance. The acceptance of industrially processed products is declining. This is accompanied by increased costs for raw materials and energy as well as feared regulations, for example such as the currently discussed ban on food advertisements targeting children, which frequently promote products that contain too much sugar, fat or salt. The manufacturers are also intensively working on the reformulation of recipes without noticeable sensory or technological deficits - challenges, which at the same time also offer the opportunity to differentiate oneself.

With its experienced speakers on the Expert Stage, the DLG will pick up on many current industry themes in the form of short lectures, outline possible courses of action or solutions and invite the audience to engage in a discussion with the speakers. In the course of the "Sustainable Packaging" Special Show, the new, three-part survey "DLG Insights: Sustainable Packaging 2024" will be presented, which offers new findings regarding consumers, labelling and strategies. The emphasis is being placed on interaction and networking on the Expert Stage.

The key topics of the DLG on the Expert Stage:

- Nudging (snacking)
- Supply chain law - status quo in Europe
- Reformulation, ban on advertising sweets for children (Solutions; the Federal Government's Nutrition Strategy)
- Sustainability in production
- Sustainable packaging



ProSweets Cologne
28.01. - 31.01.2024
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Guided Tours

The emphasis of the Guided Tours is on "sustainable packaging concepts and processes". With the New Green Deal of the European Union, the requirements for recyclability are also joining the wish for less and lighter packaging. All non-recyclable substances should be banned from packaging by 2030 at the latest. How can high recyclability be achieved while at the same time reducing the material and energy costs? Which regrowing raw materials can alternatively be implemented as safe packaging material? The free, one-hour Guided Tours, which guide interested parties to the exhibition stands of companies that are setting new impulses regarding sustainable packaging can provide the answers here.

The pavilion of the four industry sponsors of ProSweets is the meeting and starting point of the English-language Guided Tours: Hall 10.1 H-081

The number of participants is limited to 20. It is possible to register online in advance and the applications will be processed in chronological order. <https://www.dlg.org/en/food/events/guided-tours-prosweets-2023>

Guided Tours at ProSweets 2024 at a glance:

- Sunday, 28.01.2024, 3:00 - 4:00 p.m.
- Monday, 29.01.2024, 3.00 - 4.00 p.m.
- Tuesday, 30.01.2024, 10:00 - 11:00 a.m. and 3.00 - 4.00 p.m.
- Wednesday, 31.01.2024, 10:00 - 11:00 a.m.

Industry Sponsors

The industry sponsors of ProSweets Cologne 2024 are the Association of the German Confectionery Industry (BDSI), the German Agricultural Society (DLG), Sweets Global Network (SG), and the Central College of the German Confectionery Industry (ZDS).

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://www.prosweets.com/fair/industry-sectors>

The next events:

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 28.01. - 31.01.2024

Anuga FoodTec - International supplier fair for the food and beverages industry, Cologne 19.03. - 22.03.2024

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 28.08. - 30.08.2024

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