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#prosweetscologne #sweetweekcologne

## ProSweets Cologne 2024: Sweet Week - event programme focuses on sustainability and networking

**Joint lecture programme on Expert Stage +++ Sweet Global Network Guided Tours +++ DLG Guided Tours +++ Special Shows +++ ProSweets Party**

ProSweets Cologne, the only supplier fair exclusively for the sweets and snacks industry, is being staged in Cologne from 28.-31.01.2024, co-located with the sweets trade fair, ISM. Boasting 250 exhibitors from 30 countries, ProSweets Cologne addresses the international suppliers and decision-makers of the snacks and sweets industry. Connecting the two shows in the scope of a "Sweet Week" not only promises the latest industry innovations, but also a value-adding specialised programme and new interactive event formats. A joint lecture programme between ISM and ProSweets Cologne and the trade fair-connecting Guided Tours accompany the close exchange.

The event programme of ProSweets Cologne 2024 is more practice-oriented than ever before. Many highlights await the visitors, such as the Expert Stage the fair shares with ISM: The programme on the Expert Stage on the Central Boulevard encompasses exciting trend lectures and many industry-specific focuses. Industry experts will open up new perspectives, give insights into current research results and report about examples of best practice. An interactive event programme in the exhibition sections "Packaging & Packaging Materials" and "Raw Materials & Ingredients" promotes a new, more intensive event experience involving the use of the senses feeling, smelling and tasting.

### Expert Stage Highlights

Whether edible packaging made of algae, mushroom foams or biodegradable capsules for powder and liquids: There is meanwhile a variety of bio-circular packaging at the disposal of the companies of the sweets industry, which they can use to proactively promote the transformation towards a circular economy. On 28.01.2024 and 30.01.2024 from 13:30 to 13:50 p.m., respectively, Hon. Prof. Dr. Sascha Peters will present several of the latest packaging innovations that the agency "Haute Innovation" has put together for the Sustainable Packaging Special Show, under the theme "Bio-circular packaging innovations".

Whether refreshing lemonade made of weeds, refreshing beverages and teas made from unused coffee cherries or hyperlocally produced low-fat snacks: The industry is currently undergoing a global change in the direction of snacks that ensure a positive ecological conscience. On 28.01.2024 from 16:00 - 16:30 p.m., Diana



ProSweets Cologne  
28.01. - 31.01.2024  
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Drewes from Haute Innovations will take part in the "Sustainability Talk" with Simon Debadé (Founder of AKOUA), Michael Beitzl (Founder of Kern Tec) and Marco Schebesta (Chief Operating Officer of Catch-your-Bug) about the sustainable raw materials that could revolutionise the sweets and snacks industry as ingredients of the future. On 30.01.2024 from 16:00 - 16:30 p.m., Diana Drewes will talk with Laurids Pernice (Abona), Daniel Salzburg (Cascaritas) and Christian Vetter (Pilzling Cologne).

Mara Strenger from the Sustainable Packaging Institute, SPI, will report about the latest scientific findings about the bio-circular economy in the packaging industry on 28.01.2024 and 30.01.2024 from 13:50 - 14:10 p.m. respectively. Michael Graf, Schuber-Consulting will present an example of best practice entitled "New Packaging Perspectives - Schubert's glue-free and hybrid packaging" on 29.01.2024 from 12:00 noon - 12:30 p.m.

### **Sweets Global Network Guided Tours**

On Monday, 29.01.2024 and on Tuesday, 30.01.2024, from 13:30 - 14:30 p.m., respectively, the international sweets association Sweets Global Network e.V. is organising a guided tour starting out from ISM to selected exhibitors of ProSweets Cologne for the first time. Innovations and sustainability are the main themes of the guided tours.

### **DLG Guided Tours**

The theme sustainability is also one of the most significant trends in the packaging section. Which is why the DLG is inviting people to participate in daily Guided Tours entitled "Sustainable packaging concepts and processes".

### **Ingredients Special Show**

#### **Collaboration x InGREENients**

Snack innovations from all over the globe will be presented and tasted on the "InGREENients" special zone. Here, a particular emphasis lies on the sustainability aspect through the use of unusual ingredients. The trade visitors will have the opportunity to engage in an exchange with the start-ups ABNOBA, AKOUDA, Cascaritas Kay Schadewald, Catch-Your-Bug, I.M.A. Pilzling GmbH and Kern Tec GmbH.

### **Sustainable Packaging Special Show**

#### **Science, Realisation, Inspiration**

The special area on the theme Sustainable Packaging Solutions supported by the Sustainable Packaging Institute (SPI), pacoon sustainability concepts and Haut Innovation will impressively demonstrate how packaging can be designed more sustainably and will focus on the theme areas biogenic raw materials, process technology and process design, functional materials, smart packaging, preservation and packaging as well as bioeconomy and sustainability.

## ProSweets Cologne Party

Page

3/4

The popular ProSweets Cologne Party is back on Monday evening, 29 January 2024. Here the exhibitors and guests can bring the day at the fair to a nice close together while enjoying live music, snacks, cool beverages and a relaxed exchange.

**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

### 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 "News" section or [www.prosweets.com/imagedatabase](http://www.prosweets.com/imagedatabase)

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Page  
4/4

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