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#prosweetscologne #sweetweekcologne

ProSweets Cologne 2024: ProSweets Cologne and ISM jointly organise strong Sweet Week

Depiction of the entire value chain through an even closer interlinking with ISM +++ Attractive event programme with trend lectures, guided tours and special shows

ProSweets Cologne, the only supplier fair exclusively for the sweets and snacks industry, is being staged in Cologne from 28 to 31.01.2024. Over 250 exhibitors from 30 countries will bring the cumulative industry know-how of the international supplier industry for sweets and snacks together in January. The almost fully-booked Hall 10.1 underlines the relevance of ProSweets Cologne, also in economically challenging times. With its wide spectrum of offers it is the number one event and the community meeting point for the international suppliers of the sweets and snacks industry.

An even closer content-related interlinking between ProSweets Cologne and ISM is creating numerous profitable effects along the entire value chain. Connecting the two shows in the scope of a "Sweet Week" not only promises the latest industry innovations, but also an extensive specialised programme and new event formats. A joint lecture programme on the Expert Stage and the trade fair-connecting Guided Tours accompany the close exchange.

"The synergies of the Sweet Week promise increased business activities and a strengthening of the industry in the year 2024. The high number of renowned international packaging and production machine manufacturers at ProSweets Cologne underlines the significance of the focused industry meeting point for the sweets and snacks industry. The priority lies on inspiration, the exchange and networking. The strong participation in the segments "Raw Materials & Ingredients" and in the "Packaging" segment is particularly pleasing. The trade fair is supporting these main themes by organising two interactive special shows in the respective exhibition sections - focusing on sustainability and innovation aspects," explained Clair Steinbrück, Food Technology Vice President of Koelnmesse GmbH.

Furthermore, for the first time the Sweet Week is offering the visitors the opportunity to engage in an exchange about the latest trends in eCommerce, online marketing and the digitalisation of the supply chains. In addition, together with DMEXCO, Europe's leading digital marketing and tech event, new digital marketing themes will be presented especially for marketing directors this year in the scope of an interesting series of lectures. Among others, successfully implemented social media campaigns and the practical application of artificial intelligence will, for example, be addressed.



ProSweets Cologne
28.01. - 31.01.2024
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The offer

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The visitors can look forward to a wide-ranging offer at ProSweets Cologne 2024, which among others includes companies from the machines and plants segment such as Aasted ApS, Albert Handtmann Maschinenfabrik, Cavanna Srl, Chocal Packaging Solutions GmbH, Fuji Packaging, G. Mondini SpA., Gerhard Schubert GmbH, Hansella GmbH, Hänsel Processing GmbH, Keyence, Kremers Verpackungsmaschinen GmbH & Co KG, Krüger & Salecker Maschinenbau, Loesch Verpackungstechnik GmbH & Co.KG, Live-Tech S.R.L., Maschinenfabrik Seydelmann KG, MEMAK PLASTIK GIDA MAKINA SANAYI TIC A.S, Netzsch Feinmahltechnik GmbH, Sacmi Packaging & Chocolate S.p. A., Sollich KG, Theegarten-Pactec GmbH & Co KG, Syntegon Technology GmbH, Trikno AG, ULMA Packaging S.Coop or Wilhelm Rasch GmbH & Co KG.

Among others companies like Boettger Food Ingredients GmbH, Brenntag GmbH, Mantrose UK Ltd., Norevo GmbH, Gelita AG, DGF Stoess AG, Capol GmbH, Copenrath Feingebäck, GNT Group B.V., Stearinerie Dubois Fils, Lameri S.P.A., Dolciaria Gadeschi and Olam International are represented in the Ingredients and Semi-finished Products segment.

The majority of the exhibitors come from the countries Germany, Italy, China, Turkey, the Netherlands, Denmark, France, Great Britain, Spain or Switzerland. All of the main exhibition sections are covered - from packaging materials and machines, to plants and automation, through to food safety and operating and auxiliary equipment. ProSweets Cologne has also met with a huge response in the "Ingredients and Semi-finished Products" section. In this connection, and due to the present and future significance of this segment, the trade fair has built up its own line of communication (sweet & snackable ingredients) and has entered a cooperation with German Sweets. In this segment the number of exhibitors almost matched the record year of 2019 and almost doubled compared to the last event.

The event programme

The event programme of ProSweets Cologne 2024 is more practice-oriented and brings more added value to the industry than ever before. The visitors can look forward to many highlight, such as the Expert Stage ProSweets Cologne shares with ISM, where high-class lectures will be held, and an interactive event programme in the exhibition sections "Packaging & Packaging Materials" and "Raw Materials & Ingredients". Sensors that allow visitors to feel, smell or taste will promote a further new event experience.

Expert Stage DLG Short Lectures

The DLG is picking up on current industry themes in the form of various short lectures by experienced speakers. Among others, the themes nudging (snacking), the supply chain law - status quo Europe, reformulation, the discussion ban on food advertisements that address children, as well as sustainable production and packaging will be addressed.

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. Subsequently, the participants 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

Together with further partners, the Sustainable Packaging Institute (SPI) will talk about 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.

Sweets Global Network Guided Tours

On Monday, 29.01.2024 and on Tuesday, 30.01.2024, the international sweets association Sweets Global Network e.V. is for the first time organising a guided tour starting out from ISM to selected exhibitors of ProSweets Cologne. 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".

ProSweets Cologne Party

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.

ProSweets Cologne is sponsored by the Federal Association of the German Sweets Industry (BDSI), Sweets Global Network e.V. (SG), the German Agricultural Society (DLG e.V.) and the Central College of the German Sweets 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.

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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:

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