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#prosweetscologne #sweetweekcologne

## ProSweets Cologne 2024: Important innovation driver for the international sweets and snacks industry

**Innovation, networking and sustainability under focus: New event formats and unique synergies with ISM**

ProSweets Cologne 2024 was staged in Cologne from 28 to 31 January and with its wide spectrum of offers once again confirmed its standing as the number 1 industry meeting point for the international suppliers of the sweets and snacks industry. After last year's Special Edition with 130 exhibitors, this year's ProSweets Cologne was able to match the number of exhibitors recorded during the years of success and thus once again underlined the significance of the trade fair for the industry. 248 exhibitors from 30 countries brought their expertise together again at larger and innovatively designed stands in Hall 10.1. Over 13,000 trade visitors from around 90 countries were recorded over the four days of the fair. The share of foreign visitors was around 60 percent. The highest numbers of visitors from European countries were registered from Belgium, Germany, Italy, the Netherlands, Switzerland and Turkey. Outside of Europe, growth was recorded by Egypt, Algeria, India, Kazakhstan and the People's Republic of China.

Above all the quality of the trade audience and the high share of decision-makers convinced the suppliers. The even closer collaboration with ISM in the scope of the Sweet Week was highly remarkable, which once again created a host of synergies along the entire value chain. Closely interlinking the two trade fairs not only enabled a more intensive exchange within the industry, it also offered a practice-oriented specialised programme and new event formats focusing on innovation and sustainability. The latter was reflected at different levels, from machines to processes, through to raw material procurement. Joint lectures on the Expert Stage, Special Shows, Guided Tours and the ProSweets Cologne Party further promoted the networking and business potential among the participants.

"The Sweet Week together with ISM particularly had a positive effect on the economic activities and also helped strengthen the industry. The presence of renowned, international packaging and production machine manufacturers at ProSweets Cologne underlines the importance they play for the sweets and snacks industry. Moreover, the close interlinking of the two trade fairs led to a higher number of machine sales this year," explained Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.



ProSweets Cologne  
28.01. - 31.01.2024  
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The trade visitors were offered a manifold spectrum of exhibitors at ProSweets Cologne 2024, which among others was represented by companies from the Machines and Plants or Ingredients and Semi-finished Products sections.

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"We were particularly pleased about the high participation in the "Raw Materials & Ingredients" and "Packaging" segments. This year the centre of attention above all focused on the exchange between the two fairs, ISM and ProSweets Cologne, and the resulting unique added value for the industry. However, ProSweets Cologne doesn't exclusively address the sweets and snacks industry, but also cross-industry manufacturers," stated Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

Once more, ProSweets Cologne presented the latest developments of the industry, trends and innovations. The 2024 programme proved to be more practice-oriented than ever before. The visitors highly appraised the trend lectures on the Expert Stage and the interactive programme in the "Packaging & Packaging Materials" and "Raw Materials & Ingredients" exhibition sections. The integration of the senses touch, smell and taste created a novel event experience. The event placed an even stronger focus on the environmentally-friendly procurement and manufacture of products and packaging this year.

In the "InGREENients" special section of the Ingredients Special Show, the trade audience was able to sample innovative snack innovations from around the world that placed a particular emphasis on the sustainability aspect through the use of unusual ingredients. The theme upcycling of ingredients was also presented as a forward-looking manufacturing method for sweets and snacks. Visitors additionally had the opportunity to engage in an exchange with the exhibiting start-ups.

The Sustainable Packaging Special Show "Science, Realisation, Inspiration" presented renowned partners like the German Agricultural Society (DLG), the Sustainable Packaging Institute (SPI) pacoon Sustainability Concepts and the future agency Haute Innovation. The central theme was how packaging can be made more sustainable. The theme was underpinned by the current survey DLG-Insights Sustainable Packaging 2024: Consumers, labelling, strategies for food & beverages.

The popular guided tours around the fair grounds that took place in higher numbers again this year, offered different focal themes for a wide target group: The DLG invited guests to join daily guided tours on the theme "Sustainable packaging concepts and processes". Furthermore, for the first time the international sweets association Sweets Global Network e.V. organised guided tours around the fair, starting out from ISM to selected exhibitors of ProSweets Cologne.

As a result of the close interlinking of the two trade fairs, it was also possible to address the current developments in the sections eCommerce, online marketing and the digitalisation of the supply chains. In collaboration with DMEXCO, Europe's leading digital marketing and technology event, new themes, such as successful social media campaigns and the practical application of artificial intelligence were discussed in a series of lectures.

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).

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#### **ProSweets Cologne 2024 in numbers:**

248 suppliers from 30 countries exhibited at ProSweets Cologne 2024, 60 percent of whom came from abroad. These included 80 exhibitors from Germany and 168 exhibitors from abroad. Over 13,000 trade visitors from around 90 countries attended ProSweets Cologne 2024, the foreign share was around 60 percent.

**The next edition of ProSweets Cologne is scheduled to take place from 2 to 5 February 2025.**

**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:**

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

LogiFOOD SOUTHEAST ASIA - Food logistics and cold chain solutions, Bangkok 16.10. - 18.10.2024

#### **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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