

No. 1 / May 2024, Cologne  
#prosweetscologne #sweetweekcologne

## Sweet Week: ProSweets Cologne & ISM 2025 are moving closer together

**The relocation of Lab5 by ISM to Hall 10.1 leads to even greater synergy effects and business opportunities**

From 02.-05.02.2025 everything at the Sweet Week in the Cologne exhibition halls will revolve around sweets and snacks again: The industry's only supplier fair worldwide, ProSweets Cologne, is being co-staged with the leading international sweets trade fair, ISM. In order to further extend the synergies between the two trade fairs Lab5 by ISM that focuses on new products, trend snacks, start-ups, scale-ups and small handicraft businesses in 2025 will be located centrally in the heart of the Sweet Week, in its own separate section of Hall 10.1, right next to Entrance East. Renowned national and international exhibitors have already booked their exhibition stand.

### More focus +++ more synergies +++ more business

Thanks to Lab5 by ISM's spatial and thematic proximity to the Raw Materials & Ingredients and Packaging sections, this collocation means the Sweet Week offers ideal conditions for effective networking between the manufacturers of sweets and snacks and the suppliers of raw materials and ingredients, packaging as well as machines and plants. In addition, the innovations in the stated segments will be centrally bundled for the producers and suppliers and new business opportunities created. Particular attention is being placed here on the sustainability of packaging and ingredients in the global sweets and snacks industry.

ProSweets Cologne Director, Guido Hentschke, welcomes the strategic relocation to Hall 10.1 and the related new momentum it brings about for Lab5 by ISM: "The Sweet Week will attract much attention among the exhibitors and visitors through this new, central location. We cover the entire value chain for sweet and salty products here - from the careful selection of the ingredients through to the finished products. Furthermore, ProSweets Cologne will structure the individual segments in the hall more strongly according to theme worlds compared to the past years."

As in the previous years, the difference between the two events is that whereas the supplier industry presents its products and innovations at ProSweets Cologne, the focus at ISM lies on ready-to-sell products for the trade. The spatial proximity of the Raw Materials & Ingredients and Packaging segments to the product portfolio of Lab5 by ISM in Hall 10.1, will enable the suppliers and manufacturers to meet up directly and will make it much easier for them to initiate business together.

### Renowned national and international exhibitors at ProSweets Cologne

The exhibitors who have already confirmed their participation include leading



ProSweets Cologne  
02.02. - 05.02.2025  
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Executive Board:  
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Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952



German manufacturers such as Fuji Packaging GmbH, Gerhard Schubert GmbH, Hänsel Processing GmbH, Hansella GmbH, Loesch Verpackungstechnik GmbH + Co. KG, Maschinenfabrik Seydelmann KG, NETZSCH-Feinmahltechnik GmbH, Sollich KG, Theegarten-Pactec GmbH & Co. KG, VEMAG Maschinenbau GmbH and Wilhelm Rasch & Co. KG. As usual the international participation is strong too - with the participation of among others the GNT Group from the Netherlands, SACMI Packaging & Chocolate SPA from Italy and Triknö AG from Switzerland.

### The highlights of ProSweets Cologne

Once again in 2025, ProSweets Cologne is presenting itself as the business platform for the global supplier industry for sweets and snacks and offers the participants a practical and innovation-oriented specialised programme, interactive event formats, organised matchmaking and much more.

Further information on ProSweets Cologne 2025 can be found under [Supplier fair for the sweets industry | ProSweets Cologne](#).

Click on the following link to register as an exhibitor: [Become an exhibitor | ProSweets Cologne](#).

### Note this date

**It's Sweet Week** - join the sweetest place-to-be! The most important trade fairs of the sweets and snacks industry are being held simultaneously in Cologne from **2 to 5 February 2025**: As a duo, the sweets trade fair, ISM, and the supplier fair, ProSweets Cologne, represent the entire industrial value chain of the international sweets and snacks industry - and present the largest worldwide offer of private labels in the sweet and salty segment. Anyone, who wants to be up-to-date on sweets and snacks-related technology, can learn everything here from the latest products, developments and trends, through to the most innovative ingredients, materials, packaging and process steps. During the Sweet Week the sector's most important industry players all engage in an exchange in one location at the same time - to bring about the sweetest synergies in the areas of networking, knowledge transfer and business.

**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.

**100 years of Koelnmesse:** Koelnmesse is celebrating its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide.



100 years in which it has reinvented itself time and again with a visionary passion for the future. This has made the vision of Konrad Adenauer, who was the Mayor of Cologne in 1924 and later became Germany's Chancellor, of an international trade fair venue in Cologne a reality. With the awareness that even established trade fairs require constant renewal in order to remain fit for the future, Koelnmesse will continue to drive innovation and international growth without forgetting its roots. Further information: <https://www.prosweets.com/fair/industry-sectors>

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**The next events:**

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

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 02.02. - 05.02.2025

**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/imagetdatabase](http://www.prosweets.com/imagetdatabase)

Press information is available at:

<https://www.prosweets.com/press/press-releases/press-releases/>

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