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#prosweetscologne #sweetweekcologne

ProSweets Cologne 2025: New hall concept raises the trade fair experience to a new level with innovative theme worlds

Optimised segmentation for better overview +++ Presentation of the latest trends and solutions in four theme worlds +++ Greater synergies with ISM in the scope of the Sweet Week

ProSweets Cologne is presenting a new hall concept in 2025, which provides a visible segmentation, better orientation and emotionalisation of the individual themes. The previous segments are being transformed into worlds that focus on the current trends and innovative solutions in the sections production, materials and ingredients. By introducing the theme worlds, ProSweets Cologne is expanding the depiction of the entire value chain. In the scope of the Sweet Week, ProSweets Cologne and ISM are moving even closer together in 2025.

ProSweets Cologne is being co-located with ISM from 02.-05.02.2025 in the scope of the Sweet Week. The relocation of the Lab5 by ISM to Hall 10.1 leads to a closer interlinking of the two trade fairs. The Lab5 by ISM, which focuses on new products, trend snacks, start-ups, scale-ups and small businesses is located in a separate area, right next to the Entrance East. The relocation offers even greater synergy effects and business opportunities between ProSweets Cologne and ISM, because the entire value chain for sweets and snacks is represented. As such, the Sweet Week 2025 provides optimal conditions for intense networking and business opportunities between the manufacturers of sweets and snacks and the suppliers of raw materials, packaging and machines.

“As the only supplier trade fair that specialises on the sweets and snacks industry, the continual further development of the trade fair and taking the needs of our exhibitors and visitors into account is of great importance to us,” emphasised Guido Hentschke, Director of ProSweets Cologne. “After the successful relocation of the Lab5 by ISM, we are going a step further in 2025 by offering a new conceptual and strategic feature in the form of the theme worlds, which will provide a better overview, orientation and emotionalisation. Last, but not least this will lead to an optimised trade fair experience and create even better business opportunities.”

An overview of the theme worlds

In the scope of the new hall concept, the former individual segments are being transformed into four specific theme worlds, which depict the latest product solutions and trends, which will help the visitors find their themes in a targeted manner. ProSweets Cologne thus offers the exhibitors a unique platform for a business exchange that covers the entire spectrum of the industry.



ProSweets Cologne
02.02. - 05.02.2025
www.prosweets.com

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World of Packaging Materials

In addition to classic materials like paper, metal, plastic and glass, innovative and sustainable solutions are in demand more and more. This theme world covers the entire packaging process, from the design and choice of material through to the finished packaging.

World of Packaging Technology

In the World of Packaging Technology it will be demonstrated on-site how flexible machines and fully-automated systems make the production future-proof. Production and packaging machines form the perfect cooperation here.

World of Sweet & Snackable Ingredients

There is growing demand for innovative, favourably-priced and sustainably produced snacks and sweets. This theme world encompasses the complete spectrum of semi-finished products, raw materials and ingredients for the production of sweets and snacks.

World of Production Technology

Production technologies that sustainably optimise the production of sweets and snacks are presented in this theme world.

Diversified event programme and targeted matchmaking at ProSweets Cologne

Once again in 2025, ProSweets Cologne is presenting itself as the leading business platform for the global industry of sweets and snacks suppliers. A practice-oriented and innovative programme awaits the participants on the Expert Stage and on the new Sweet Week - Talks & Tastings Stage, which will be enhanced by interactive event formats, attractive event areas in Hall 10.1 as well as exciting talks and tastings. A special focus lies on an organised matchmaking between production directors and the suppliers of machines and plants to promote targeted business relations.

“ProSweets Cologne is setting new benchmarks next year with a precisely aligned and future-oriented event and stage programme. Our aim is to become the leading content platform for the suppliers and manufacturers of the sweets and snacks industry,” explained Hentschke. “To achieve this goal we are offering a practice-oriented theme block on digitalisation that boasts a broad scope of content and involves the implementation of AI tools, which will be underlined by application-oriented best practice examples of the exhibitors. The cooperation with renowned partners like the DLG and the input of exhibiting companies with concrete solutions for increasing the efficiency of the production are a decisive key to success here.”

Further highlights include the Ingredients Special Show, Guided Tours by the DLG and Sweets Global Network and the ProSweets Cologne Party. Further information will be provided soon.

The next ProSweets Cologne, the world’s only supplier trade fair for the industry, is being co-located with ISM from 02.-05.02.2025. Further information on the theme worlds can be found under [Diversified Product Segments | ProSweets Cologne](#). Click the following link for exhibitor information [Become an exhibitor | ProSweets](#)

Cologne.

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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>

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 in the "News" section or

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