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#prosweetscologne #sweetweekcologne

Experience the future of the sweets and snacks industry: ProSweets Cologne presents the event highlights of the Sweet Week 2025

ProSweets Cologne as content and networking hub +++ Sweet Week Production Summit and Sweet Week Talks & Tasting Stage make Sweet Week experienceable +++ New event and content formats address urgent industry issues

Everything revolves around sweets and snacks in Cologne from 2 to 5 February 2025 when the Sweet Week - the trade fair synergy between ProSweets Cologne and ISM - brings the industry together. The Sweet Week sets new benchmarks as an event, content, innovation platform and a networking hub. It covers the entire industry's value chain and brings players from the industry, trade and supplier sector together in one location.

Hall 10.1 is the centre stage of the Sweet Walk, offering plenty of room for new ideas and cooperations: Here, the Lab5 by ISM unites ISM with ProSweets Cologne. This connection is reinforced by the spatial proximity of Hall 10.1 to the theme worlds Packaging Materials and Sweet & Snackable Ingredients, which act as a central interface between supply and the end product. The Lab5 by ISM offers a platform for the New Product Showcase - a special exhibition for the most innovative new products, start-ups, scale-ups, trend snacks and finest creations. The Lab5 by ISM is enhanced by interactive formats like the "Live Sweets Creation", where the production of sweets can be experienced up close, as well as the get-together at the GISMO Bar on 4 February, which makes innovation tangible and promotes the exchange in an inspiring atmosphere.

The Sweet Week is presenting new content and event formats on the Expert Stage and the new Sweet Week - Talks & Tasting Stage, which provide solutions to the industry's most urgent challenges: Sustainability, digitalisation, Artificial Intelligence, a lack in skilled labour and increasing prices for raw materials.

"We would like to particularly accentuate our joint goal of actively pushing the networking between production teams and supplier companies in the scope of the Expert Stage and the Sweet Week - Talks & Tasting Stage, which not only creates a platform for conveying knowledge, but also offers room for a practice-oriented exchange and networking. In this way, we actively contribute towards the sweets and snacks industry remaining fit for the future in a world that is becoming increasingly more digitalised and sustainably-oriented", Guido Henschke, Director ProSweets Cologne, accentuated.

"The emphasis of ISM and ProSweets Cologne 2025 is on the active dialogue and



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lending the industry targeted support with today's most urgent challenges. In the scope of the Sweet Week our diversified programme offers valuable impulses. Through the combination between practical best practices, trailblazing innovations and top-class industry experts, we enable the participants to develop concrete solutions that pave the way into a more sustainable and more efficient future", said Sabine Schommer, Director ISM.

Highlights of the Sweet Week 2025

Expert Stage - Knowledge Hub

On the Central Boulevard, right next to Hall 10.1, the Expert Stage offers first-class input on urgent industry themes such as sustainability, digitalisation and Artificial Intelligence. The programme will be enriched by the expertise of the knowledge partners, Innova Market Insights and Euromonitor International, and thus creates a well-founded basis for future-looking discussions and practical solutions.

The participants can look forward to interesting lectures like:

- "The Algae Advantage: Revolution of the sweets industry with fresh microalgae" by Dipl. Ing. G. Mühlstädt, CTO ALGENWERK c/o PUEVIT GmbH
- "Sustainable packaging: Packaging for tomorrow" by Manuel Leibrock, CMO of PAPACKS
- "Artificial Intelligence - your new employees" by J. Lauten, founder and CEO of Foodforecast Technologies GmbH
- "2025 Global Consumer Trends: What's next for Snacks Consumers" by A. Tique, Senior Research Analyst at Euromonitor International

Sweet Week - Talks & Tasting Stage

A diversified programme that combines knowledge transfer, innovation and interactive experiences with each other awaits the visitors on the **Sweet Week - Talks & Tasting Stage** in Hall 10.1. On Sunday, 2 February, from 2:00 to 2:30 p.m. Johann Lafer will present the new product called "Piece of Cake" on the stage in the scope of a product presentation with a tasting session. This will be followed by an inspiring talk format with Germany's most famous TV and star chef on Monday, 3 February, from 11:00 to 11:30 a.m., which will offer exciting insights into current trends and their impact on food service cuisine.

In addition to these programme items, the Sweet Week - Talks & Tasting Stage comprises of further highlights that address both industry professionals and interested visitors. The latter can taste the latest products on-site and let themselves be inspired.

Further stage highlights include:

- Insights into future industry trends, i.e. on themes like AI
- Live podcasts with industry insiders like Food Insider, T. Gross
- Workshops on sensor technology and trends by the food expert, Hanni Rützler
- Pitches by start-ups, hosted by the investor, business angel and founder, Robert Kronekker
- Insights into the recycling strategy for the reduction of waste, which opens up sustainable perspectives for the industry and offers a foretaste of the ANUGA HORIZON, hosted by Theresa Hingsammer, Director Anuga HORIZON

Sweet Week Production Summit

The Sweet Week Production Summit, a format that specifically connects production teams with the supply industry of ProSweets Cologne, is taking place for the first time on the Sweet Week - Talks & Tasting Stage at 1:30 p.m. on 3 February. The focus lies on practical examples of Best Practice and innovative approaches for a cost-efficient and future-proof production, especially through the use of AI tools. Lectures like "Transparency and added value through digital platform services for the sweets and snacks industry" by Tim Hellwig (SweetConnect GmbH), "AI in food production: Intelligent planning for more efficiency and sustainability" by Maximilian Köhler (Optiwiser AI Solution) or the case study "Production planning of the future" by Norbert Weichele (OMMM Operations Management Solutions GmbH) will provide the industry with new impulses.

The three-minute pitch sessions of the supplier companies that will be discussed in depth in a subsequent matchmaking forum in the Networking Area to promote concrete solutions and business relations are especially worth highlighting.

The Summit will be rounded off by the ProSweets Cologne Party from 6:00 p.m., which offers the participants an additional opportunity for an exchange and to network in a relaxed atmosphere. The Sweet Week Production Summit thus concentrates on innovation, knowledge transfer and cooperations.

Further event highlights of ProSweets Cologne 2025:

Special Show Ingredients - Functional and Climate-Conscious

Once again in 2025, ProSweets Cologne is presenting in cooperation with the future agent, Haute Innovation, a unique special zone in Hall 10.1: Forward-looking innovations of the sweets industry will be presented here on 120 m², for example JumeaTea, a healthy energy drink with an ingredient that is unknown in Europe, crispbread made of chestnut flower or Kao Impact a company that exploits the full potential of the cocoa fruit.

Guided Tours

ProSweets Cologne is once again offering the popular Guided Tours organised by its partners, DLG e.V. and Sweets Global Network e.V. The DLG Guided Tours whisk the participants off on a journey through the world of sweet and snackable ingredients, where the focus lies on revolutionary ingredients and new taste experiences. The Sweets Global Network Guided Tours that also offer the opportunity to network give an overview of the entire value chain.

DLG Careers Day

The DLG Careers Day is also celebrating its premiere in 2025 on 2 February. Here, students and young professionals have the opportunity to network with leading supplier companies from the sweets and snacks industry and gain valuable insights into their future career. The Careers Day offers lectures, company pitches and the exclusive opportunity to have application documents checked on-site.

Around 240 exhibitors from 30 countries are expected to participate at ProSweets Cologne including the company DOEHLER GmbH: "Döhler is proud to be part of

ProSweets 2025, which provides an excellent opportunity to connect with customers and industry experts. Bringing ideas to life, we will showcase our latest innovations for confectionery, bakery and snack applications, as well as our broad portfolio of ingredients from fruit and vegetable ingredients, to natural taste and colour solutions and systems. A specific highlight will be shed on our nut and seed paste portfolio - adding both natural and nutritional benefits to the final applications as well as superb Multi-Sensory Experiences. Additionally, we will address specific industry challenges, including those related to the volatile cocoa market and the reduction of sugar, next to enhancing functional benefits for healthier, yet indulgent snacking" Agneta Hoffmann, Head of Market Segment Food, stated.

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The event programme of ProSweets Cologne can be found under the following link:
[Event search at ProSweets Cologne 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:

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

India International Livestock Expo , Mumbai 16.04. - 18.04.2025

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 20.08. - 22.08.2025

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