

No. 1 / June 2025, Cologne
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ProSweets Cologne 2026 takes off with a strong tailwind

**Successful early bird phase confirms the industry's interest +++
Participation of leading suppliers confirmed +++ Focus on
sustainability, AI and resilience**

ProSweets Cologne 2025 has set a strong statement in the supplier industry for sweets and snacks with a significant 23% increase in the number of visitors, measurable business success and innovative formats. The trade fair has positioned itself as a trendsetter in a challenging global market with a European-wide leading content programme.

"The results of our visitor survey and the strong figures of ProSweets Cologne 2025 are sending a clear signal: ProSweets Cologne's concept works - as a platform, as a network, as an innovation driver," summed up Guido Hentschke, Director of ProSweets Cologne. "A selective combination between high-quality content, tailor-made matchmaking formats and strategic synergies with ISM are what make the difference."

Success factors for 2025: Networking, innovation, growth

Over 23% more visitors compared to last year, a high number of business transactions sealed directly on-site and measurable satisfaction: 70% of the respondents assessed the trade fair positively overall, 88% would unreservedly recommend it. The active business matchmaking approach, which brought producers together with suppliers in a targeted manner, was particularly positively appraised. In 2025, the key formats included Lab5 by ISM, which as an innovation hub brought additional dynamics into the trade fair happenings, as well as the new joint Expert Stage and Sweet Week Talks & Tasting Stage, which has established itself as a platform for interactive lectures, start-up pitches, live tastings with creators, workshops and live podcasts. The spatial proximity to ISM, the thematic interlinking and the active networking were highlighted to be a decisive advantage by both the exhibitors and visitors alike.

ProSweets Cologne will also rely on the trusted formula for success next year - with important enhancements: Lab5 by ISM remains incorporated in Hall 10.1, the stage format will be continued and expanded to include new theme clusters. With the introduction of ISM Ingredients from February 2026 onwards, the growth section raw materials, ingredients and semi-finished products is moving even closer to the ISM producers - as an independent trade fair format that promotes the synergies between suppliers and manufacturers in a targeted way and consistently pushes the positive upward trend of ProSweets Cologne as a platform for forward-looking developments.



ProSweets Cologne
01.02. - 04.02.2026
www.prosweets.com

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Cologne
District Court Cologne, HRB 952

Strong booking status: Top-class market players have already registered

The registration status after the end of the early bird phase demonstrates that the industry is prepared to join us on the road to success. Renowned companies such as Vemag Maschinenbau GmbH, Maschinenfabrik Seydelmann KG, Hänsel Processing GmbH, Wolf-Spezialmaschinen GmbH, SELMI CHOCOLATE MACHINERY SRL, Rovema GmbH (Maschinen- und Anlagenbau), have already confirmed their participation, from the packaging machines segment among others LIVE_TECH s.r.l., ErgoPack Deutschland GmbH, ULMA Packaging S.Coop., Kremers Verpackungsmaschinen GmbH & Co. KG and once again Rovema GmbH as well as a Chinese group stand have also already confirmed their attendance. From the packaging materials and solutions section applications have already been received from among others PAPACKS Sales GmbH, FrontPac AB, SOPP Industrie GmbH, Esbe Plastic and Idealplast di Ivano Sironi.

Industry trends under focus: Sustainability, AI, resilience

In terms of contents, ProSweets Cologne 2026 is addressing the industry's most urgent challenges and fields of innovation. Sustainable and AI-supported technologies, forward-looking ingredients and modern processing solutions are the centre of attention. Global tensions and their impact on the industry - such as the availability and quality of raw materials like sugar and cocoa - will be thematised. Furthermore, resilient supply chains, material innovations and the future of sustainable packaging will be discussed.

ProSweets Cologne 2026: Trendsetter and pioneer for packaging, production and technology

ProSweets Cologne 2026 remains to be the central meeting point for the international supplier industry for sweets and snacks. With a clear focus on the entire technological infrastructure of the production - from packaging solutions, to processing technologies, through to food security and quality assurance. As such, it provides concrete answers to the technological and economic challenges of the industry.

The next ProSweets Cologne will take place from 01.-04.02.2026.

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 India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 20.08. - 22.08.2025
Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 20.08. - 22.08.2025
ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2025

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Note for editorial offices:

ProSweets Cologne photos are available in our image database on the Internet at www.prosweets.com in the "Press" section or www.prosweets.com/imagedatabase

Press information is available at:

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

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