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#prosweetscologne #sweetweekcologne

## ProSweets Cologne 2026: Future-oriented event programme for the sweets and snacks industry

**Kicking off with the new ISM Opening Night +++ Expert Stage bundles market analyses, trends and best practices +++ DLG Careers Day on the first day of the trade fair +++ Creator formats and interactive tastings on the Talks & Tasting Stage +++ Start-ups will pitch live at the new ISM Start-up Pitches Award +++ Practice-oriented thanks to Packaging Workshops and Guided Tours**

In an increasingly challenging market environment, with its event programme ProSweets Cologne 2026 offers well-founded orientation on the key future themes of the sweets and snacks sector and its supplier industry. Together with ISM Ingredients, which is being launched as an independent format for the first time in 2026 and which is almost completely fully-booked, ProSweets Cologne unites all the relevant industry players in one location. Suppliers, the providers of raw materials and ingredients, the manufacturers of process and packaging technologies as well as the industry and trade can look forward to a programme that places a special focus on current issues.

"The demands on the sweets and snacks industry are changing rapidly - from volatile raw materials markets and regulatory requirements to the new expectations of the trade and the consumers. This is precisely where ProSweets Cologne 2026 comes in: with a European-wide leading event programme that not only reflects trends, but also explains connections, shares experiences and actively promotes the dialogue between all stages of the value chain. Our aim is to provide guidance and create concrete starting points for corporate decisions," said Guido Hentschke, Director of ProSweets Cologne and ISM Ingredients.

### New from 2026: ISM Opening Night

The ISM Opening Night forms the festive prelude of the show week on 1 February 2026 at the new Confex at the Cologne fair grounds. The event addresses all participants of ProSweets Cologne, ISM and ISM Ingredients and creates the opportunity for exchange and networking in a relaxed atmosphere. Furthermore, the ISM Award will be presented during the event, which honours an outstanding personality, who has rendered special services to the industry. The popular ProSweets Cologne Party will take place on 2 February in Hall 10.1, providing the chance for further networking and to wind down after the second day of the fair.

### Expert Stage, Talks & Tasting Stage and Start-up Pitches

The hub of the trade fair is the Expert Stage on the Central Boulevard at the entrance to Hall 10.1. As the knowledge hub of ISM and ProSweets Cologne it serves as a platform for a professional exchange and forward-looking insights. As the



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01.02. - 04.02.2026  
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industry sponsor of ProSweets Cologne, the DLG is largely responsible for the contents of the Expert Stage, which in the scope of formats like the DLG Careers Day on 1 February 2026 among others specifically focuses on topics related to young professionals and qualifications. Furthermore, in conjunction with the knowledge partners, Innova Market Insights and Euromonitor International, key industry themes will be addressed - from sustainability and digitalisation to artificial intelligence and the economic and structural framework conditions.

The Talks & Tasting Stage is also returning to Hall 10.1 and its scope and interactivity will be further expanded in 2026. The stage programme combines product tastings and creator presentations with lectures and particularly addresses marketing and innovation professionals.

The ISM Start-up Pitches Award is a new programme highlight. The award will be conferred on 2 February 2026 for the first time. Start-ups will present their business models and product ideas to a high-profile panel of experts. The pitches will be hosted by Robert Kronekker - food entrepreneur, investor & start-up mentor. The winning start-up will be distinguished on stage and will receive prize-money in addition to the award certificate.

#### **Theme sections and special events**

The alliance between ISM, ISM Ingredients and ProSweets Cologne will become a spatial experience in Hall 10.1. Visitors can follow all the process steps from the procurement of the raw materials through to the final packaging. Also located here: Lab5 by ISM, which gathers together more than 30 start-ups and scale-ups from 16 countries, around 20 providers of trend snacks and 30 exhibitors of handcrafted specialities in the specialised trade section. Lab5 by ISM is enhanced by the New Product Showcase and the new theme section "ISM Functional Sweets", which picks up on the growing trend towards functional sweets with an added health benefit.

The "Special Show Ingredients - Functional and Climate-Conscious", a curated trend zone of ISM Ingredients 2026, forms a further main focus. This format is being organised together with the future agency, Haute Innovation. Spanning around 200 square metres, the focus here lies on vegan alternatives, sustainable ingredients, functional foods with health benefits and food tech approaches.

#### **Packaging Workshops with pacoön and Guided Tours**

The event programme is rounded off by free, practical Packaging Workshops with our partner pacoön and further experts. Among others, themes like packaging innovations, artificial intelligence and the new EU packaging regulation PPWR will be addressed. In addition, the Guided Tours will lend the visitors a structured guide to the trade fair's offerings - from the DLG Guided Tours on Ingredients of the Future through to the tours of Sweets Global Network on the entire value chain.

With this event programme, ProSweets Cologne 2026 is underlining its aim to provide guidance as the industry's leading content and business platform, promote the dialogue and set sustainable impulses for the sweets and snacks industry.

The full event programme of ProSweets Cologne can be found here: <https://www.>

[prosweets.com/events/event-search/](https://prosweets.com/events/event-search/)

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**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:**

ISM and ISM Ingredients - The world's largest trade fair for confectionery, snacks, and their ingredients., Cologne 01.02. - 04.02.2026

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 01.02. - 04.02.2026

THAIFEX - HOREC Asia - Southeast Asia's leading Hospitality & Food Service Trade Show, Bangkok 11.03. - 13.03.2026

**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 "Press" section or [www.prosweets.com/imagetdatabase](http://www.prosweets.com/imagetdatabase)

Press information is available at:

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