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#ISM

ISM excels as an international platform

Around 80 percent of the visitors from abroad - more time for a professional exchange at high level

After four trade show days of intensive discussions and presentations of new products, when ISM 2022 came to a close it had recorded around 15,000 trade visitors from 96 countries including estimated figures for the last day of the show. "We are delighted that the restart of the leading global trade fair for sweets and snacks was successful amid these challenging times. This is not least also thanks to the exhibiting companies, who took part in the 51st edition of the trade fair. Of course, we weren't expecting a superlative trade fair or new records, but the fact that ISM 2022 took place underscores once more the fact that trade fairs with a clear business focus can be staged safely also in pandemic times and can offer their respective industries the urgently needed platform for the development and expansion of international business. The leading global trade fair for sweets and snacks is thus sending an important signal to the sweets and snacks industry, also to the entire trade fair business in terms of confidence and optimism," explained Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "Precisely now, it is important to offer the industry a central business platform, which it can use to present existing and new products to a broad trade audience. The high internationality of the exhibitors and visitors shows once again how important the event is for the global sweets and snacks industry," emphasised Dr. Uwe Lebens, Deputy Chairman of the International Sweets & Biscuits Fair Task Force (AISM).

The joy at personal encounters, engaging in an exchange face to face as well sampling a variety of sweets and snacks dominated this year's ISM. In addition to the high quality of the visitors, the exhibiting companies praised above all the opportunity to engage in intensive discussions with partners and customers. As was already the case at the autumn events, Koelnmesse's safety and hygiene concept prove itself and ensured the smooth running of the trade fair.

Furthermore, the good international response with a 78% participation of foreign trade visitors contributed towards the positive mood of the trade fair. The European countries with the strongest participations this year were the Netherlands, Belgium, France, Great Britain and Turkey. Growth was particularly registered from Eastern Europe and Russia. Beyond Europe the trade visitors predominantly came from the Near and Middle East, but also from the USA as well as from Central and South America.

Alongside the high quality of the visitors, according to the exhibitor survey, above all the share of persons decisively responsible for purchasing decisions also increased. An initial evaluation of the visitor survey emphasises that around 90 percent of the respondents have a "decisive" or "contributory" influence on procurement



ISM
30.01. - 02.02.2022
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District Court Cologne, HRB 952

decisions.

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This high decision-making competence significantly contributed towards the satisfaction of a large number of the exhibiting companies. The trade attended in smaller delegations this year.

New products and trends

Innovations and new developments not only led to satisfied buyers, but also underlined the vitality and performance capacity of the industry. This year the exhibiting companies primarily presented healthy, natural and sustainable products. Whether plant-based, with an additional health-promoting effect or energy boosting, the new products took the needs of the consumers into account across the board.

New digital networking possibilities

With its hybrid concept and the new, digital platform, ISM & ProSweets @home, from the third day onwards ISM offered the exhibitors, visitors and media representatives numerous new possibilities of coming into contact with partners, potential customers and interesting companies. Every on-site exhibitor was simultaneously represented on the platform with a digital showroom.

Furthermore, in addition to the personal discussions and the extensive on-site event and congress programme beyond the physical trade fair, ISM offers new digital networking options and digitally streamed contents such as expert lectures and presentations. The second edition of the future congress "#CONNECT2030 - The Future Summit for Sweets and Snacks - in transition" is also available on-demand and provides interesting insights into the themes the conservation of resources, CO2 reduction and the effects of the climate change on the availability of raw materials.

The digital ISM & ProSweets Cologne thus not only ensures an extended reach, but also gives all trade fair participants the opportunity to network, establish new contacts and call up contents they missed in person up until 30 April 2022. The ISM app, which was implemented parallel to the trade fair, also integrates new networking functions for the digital exchange, on during and after the trade fair.

The next ISM is scheduled to take place from 29.01.2023 to 01.02.2023.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in 2022 will mark the launch of an additional event format dedicated to food industry innovations in Cologne. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. 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 technology with

its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

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Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 12.04. - 14.04.2022

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 20.04. - 22.04.2022

THAIFEX - Anuga Asia - International Trade Exhibition for Food & Beverages, Food Technology and Food Service in Asia, Bangkok 24.05. - 28.05.2022

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