



SECURE YOUR EXHIBITION SPACE NOW!

**ENCOURAGE
ENABLE
EXCITE**

**WELCOME TO ISM - THE WORLD'S LARGEST TRADE FAIR
FOR SWEETS AND SNACKS**

28.-31.01.2024
www.ism-cologne.com



Start

>> The trade fair

Segments

Exhibitors

Visitors

Arguments

Contact

A heart for sweets & snacks

Establish contacts, discover trends, exchange ideas: This and much more is what makes ISM in Cologne THE focal attraction for the industry.

Every year, sweets and snacks manufacturers meet with decision-makers from top global retailers and wholesalers at the world's leading industry trade fair. This is the only place where the industry and the retail trade get together in this targeted manner: as the most important business platform for the sector, ISM provides the ideal setting to develop existing contacts and to gain new customers too.

With its key theme „Encourage.Enable.Excite!“ ISM 2024 is placing a stronger emphasis on the current themes and challenges of the industry. In addition to the classic product presentations, the attention will focus more on the analysis and discussion of these challenges.

Secure your stand area now and profit from the perfect presentation platform in an internationally competitive environment.

Centrepiece of ISM

Once again in 2024 the focus lies on chocolate, chocolate products, sugar confectionery, fine bakery products, snack foods, ice cream and pastes.

ISM offers trade visitors from all over the globe a comprehensive overview of the wide international range of sweets and snacks on the market. The variety of products is rounded off by an attractive event programme and special areas for trend products.

Lab5 by ISM

Accompanied by good music, the visitors can network here, enjoy a colourful mixture of selected treats and raise their glasses to an inspiring trade fair visit in the Lab5 Bar. In addition to this, the following special areas await you:

Trend Snacks

- Special area in Hall 5.2
- Snacking and to-go offers
- Fruit and vegetable snacks, bars, jerkies, additive-free products, raw products

Start-up Area

- Latest trends in Hall 5.2
- Young innovative companies
- Start-up pitches on the Expert Stage

Finest creations - hand-crafted

- Specialised trade section in Hall 5.2
- Small volume business only
- Hand-crafted specialities
- Bars of chocolates, filled chocolates, tea biscuits and much more

New Product Showcase

- The top innovations of ISM in Hall 5.2
- High-quality special event for secondary placement
- Distinction of the three most innovative new products



Start
The trade fair
>> Segments
Exhibitors
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Arguments
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Global market leaders at ISM 2023

American Licorice, Baronie, Bazooka Candy Brands, Canel's, Cloetta Holland, Colian, Colombina, Dori, Doumak, Elah Dufour, Elvan, Fazer, Fini, Halba, ICAM, ION, Jelly Belly, Kambly, Katjes, Kervan, Kras, Krüger, Kuchenmeister, Lambertz, Loacker, Manner, Millano, Millennium, Natra, Orkla, Peccin, Ragolds, Riegelein, Rübezahl, See's Candies, Shenzhen Amos Sweets, Sölen, Toms, Tootsie Roll, Trolli, Valor, Vidal, Wawel, WAWI

ISM 2022 (during the pandemic)



1.085 exhibitors
from **56** countries
87,5 % from abroad

ISM 2023



1.281 exhibitors
from **71** countries
88 % from abroad



TOP 10 COUNTRIES OF ORIGIN 2023

(excluding Germany)

Start
The trade fair
Segments
>> Exhibitors
Visitors
Arguments
Contact



The trade audience

At ISM 2023, 28% of the visitors came from Germany, 50% from further European countries. 8% travelled from North and South America, 7% from Asia, 4% from the Middle East, 2% from Africa and 1% from Australia/Oceania. 93% of ISM's visitors are involved in making purchasing decisions in their respective companies, 45% of them are decisively involved.

Top trading companies at ISM 2023

Aldi, Ameal Candy World, Catz BV, Copar B.V., CTC Australia, Edeka, Galeria Markthalle, Gebr.Heinemann, Hagen Grote, Kaufland, Lekkerland, Metro, Optimum Buying, REWE, Spar, Suntjens, Sweet and Candy Netherlands and many more.

Start
The trade fair
Segments
Exhibitors
>> Visitors
Arguments
Contact

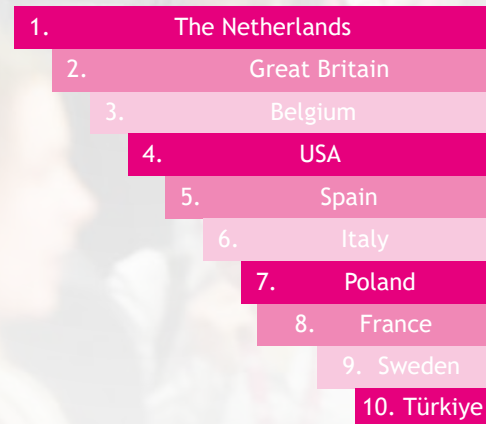
ISM 2022 (during the pandemic)

 **15,000** visitors
from **96** countries
77 % from abroad

ISM 2023

 **25,000** visitors
from **135** countries
72 % from abroad

Top 10 countries of the visitors (excl. Germany)



Economic sectors of the trade visitors



Good reasons for your trade fair presence



1. Industry meeting point: At ISM 2023 around 25,000 trade visitors met up in Cologne. ISM offered 1,281 exhibitors from 71 countries a top platform for their products.

2. Top retail chains: The 20 leading global trading companies visit ISM as well as the top 30 German trading companies.

3. High visitor quality: 79% of the visitors hold executive positions. 93% are involved in purchasing and procurement decisions.

4. High internationality: Visitors from 135 countries visit ISM, from A to Australia to Z for Zambia.

5. Trendsetter and source of ideas: ISM is a trendsetter and source of ideas for the sweets and snacks industry. This is the only place where you can get detailed information on all the latest trends, market developments and competitor activity.

6. Presentation of new products: The New Product Showcase offers the exhibitors of ISM an eye-catching presentation area for their innovations.

7. International appeal: More than 600 journalists from 27 countries write 4,000 articles for the press, Internet, TV and radio.

8. Lab5 by ISM: In Hall 5.2 you can find exhibition sections such as the Trend Snacks or the Start-up Area in one location as well as the New Product Showcase special event or the Gismo Bar. Here you can network and raise your glass to an inspiring trade fair together with your customers while enjoying good music

9. First-class Cologne trade fair location: Infrastructure, major economic hub, hotels/food service, media city - the Cathedral City definitely has plenty to offer!

10. ProSweets Cologne: At ProSweets Cologne, which takes place annually alongside ISM, you'll find the latest products and solutions in ingredients, and production and packaging technology for the sweets and snacks sector.

Start
The trade fair
Segments
Exhibitors
Visitors
>> Arguments
Contact





Exhibitor service

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Start

The trade fair

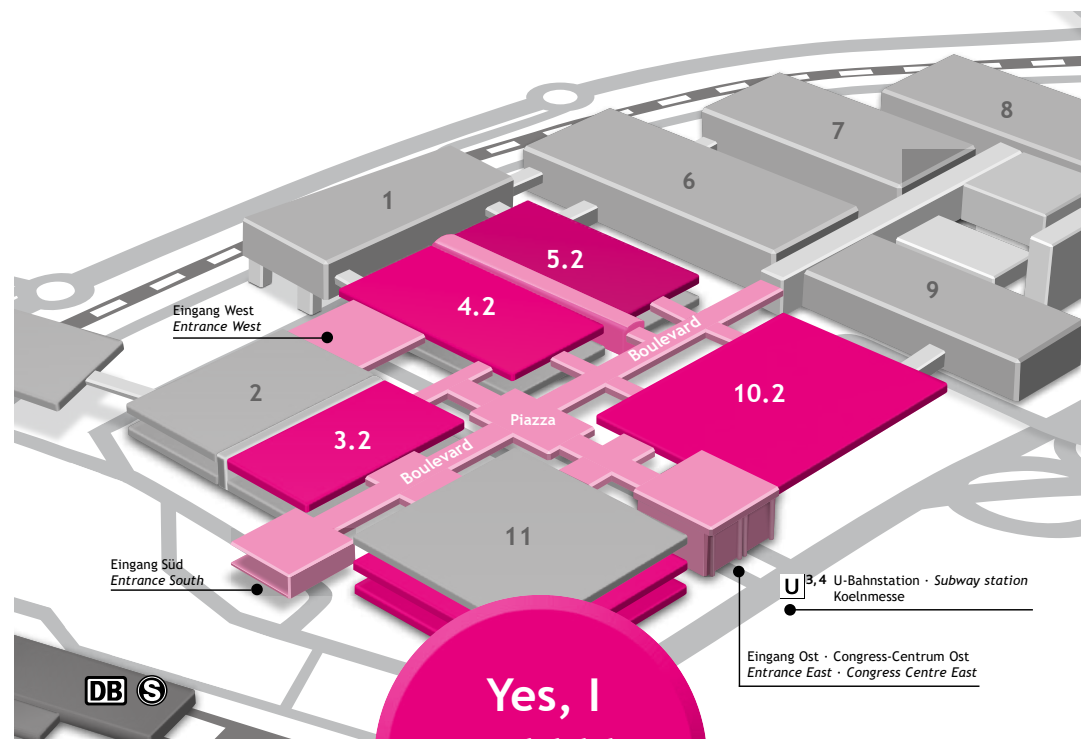
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Yes, I
would like
to register!

Secure your stand
area now at the early
bird discount up until
31.05.2023

SWEETEN YOUR GLOBAL BUSINESS!



Join our ISM network – in Cologne and worldwide!

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7