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

29.01.-01.02.2023
www.ism-cologne.com

SECURE YOUR STAND SPACE NOW!
Early bird discount up until 30.04.2022
A heart for sweets and 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, the manufacturers and decision-makers of the leading trading companies worldwide meet up at the world’s leading trade fair for sweets and snacks. This is the only place where the industry and retail trade get together in such a targeted manner: As the most important business platform of its sector, ISM provides the ideal setting for winning over new customers and maintaining existing contacts.

ISM 2023 will feature enhanced digital content and networking opportunities.

Secure your stand space now and profit from the perfect presentation platform in an internationally competitive environment!
The heart of ISM

Once again in 2023, the focus lies on chocolate, chocolate products, sugar confectionery, fine bakery products, snack foods, ice cream and pastes.

ISM offers the trade visitors from all over the globe a comprehensive overview of the international offer of sweets and snacks available. The wide variety of products is further complemented by an attractive event programme and special display areas for trend products. You shouldn’t miss the following highlights:

**Trend Snacks**
- Special area in Hall 11
- Snacking and to-go offers
- Fruit and vegetable snacks, bars, jerkies, products free from additives, raw products

**Trend Court@ISM**
- The latest trends in Hall 5.2
- Young companies in the Start-up Area
- „Sweet Trends presented by Innova Market Insights“ special event

**Finest creations - hand-crafted**
- Specialised trade section in Hall 5.2
- Small-volume business only
- Hand-crafted specialities
- Chocolate bars, filled chocolates, tea biscuits and much more

**New Product Showcase**
- The top innovations of ISM on the Boulevard
- First-class special display for additional product placement
- Awards for the top product innovations and most innovative packaging
Global market leaders at ISM 2022

Bazooka, Cloetta, Colian, Colombia, Dori, Elvan, Embare, Jelly Belly, Kambly, Kras, Kuchenmeister, Lambertz, Manner, Millano, Natra, Orkla, Ragolds, Riclan, Roshen, Sölen, Toms Confectionery, United Confectioners, Valor, Wawel, Wawi and many more.

ISM 2020 (before the pandemic)
1,774 exhibitors from 76 countries
87.5 % from abroad

ISM 2022 (during the pandemic)
1,085 exhibitors from 56 countries
87.5 % from abroad

TOP 10 COUNTRIES OF ORIGIN 2022 (excluding Germany)

1. Belgium
2. Italy
3. Spain
4. Turkey
5. The Netherlands
6. Poland
7. France
8. Bulgaria
9. Denmark
10. USA
The trade audience

In the pandemic year 2022, 23% of the visitors came from Germany, 60% from further European countries. 7% travelled from the Middle East, 6% from North and South America and 2% apiece from Asia and Africa. 93% of the ISM visitors are involved in making purchasing decisions in their respective companies, 45% (previous event 35%) of them are decisively involved.

Top 10 countries of the visitors (excluding Germany)

1. The Netherlands
2. Great Britain
3. Belgium
4. Turkey
5. Spain
6. France
7. Ukraine
8. Italy
9. Poland
10. USA

ISM 2020 (before the pandemic)
38,000 exhibitors from 148 countries
70% from abroad

ISM 2022 (during the pandemic)
15,000 exhibitors from 96 countries
77% from abroad

86% of the visitors would recommend a good business acquaintance to visit ISM.

"ESMA is proud to have been supporting ISM for 45 years. On average 85% of the ESMA members worldwide visit this very important trade fair."

David O’Neill, CEO, ESMA - European Sales & Marketing Association, Ireland

"Regarding health and sustainability, it is about further developing products responsibly (...) here ISM plays key role globally, but in particular for the location Germany."

Dr. Ludwig Veltmann, Executive Director, OF THE MITTELSTANDSVERBUND ZGV e.V. (Association of Medium-sized Companies)

Top retail chains at ISM 2022
Aldi, Ameel 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.

Business sectors of the trade visitors

- Wholesalers and foreign trade: 32%
- Retail trade: 26%
- Importers: 19%
- Other: 6%
- Confectioners, cafés: 6%
- Online retail: 4%
- Suppliers for the out-of-home market: 3%
- Foodservice: 3%
- Service station chains: 1%
Good reasons to exhibit at ISM

1. **Industry meeting point:** Approx. 38,000 trade visitors regularly meet up in Cologne. ISM offers around 1,800 exhibitors from 76 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 148 countries visit ISM, from A for Australia to Z for Zambia.

5. **ISM 2023** is enhanced by digital elements in the networking and content section.

6. **Trendsetter and source of ideas:** ISM is a trendsetter and source of ideas for the sweets and snacks industry. This is the only place you can comprehensively inform yourself about all the trends, market action and your competitors’ activities.

7. **Effective health and safety measures on site - also during Corona times:** [www.ism-cologne.com](http://www.ism-cologne.com)

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

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

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

11. **ProSweets Cologne:** taking place annually parallel to ISM, ProSweets Cologne is where to get information on the latest developments and solutions for ingredients, production and packaging of sweets and snacks.
Exhibitor service

We will be happy to answer your questions:

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Join our ISM network — in Cologne and worldwide!

SWEETEN YOUR GLOBAL BUSINESS!

ISM Japan
Tokio, 13.-15.04.2022

ISM Middle East
Dubai, 08.-10.11.2022

Yes, I would like to register!

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