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

30.01.-02.02.2022
www.ism-cologne.com

LET’S GO »
A heart for sweets & snacks

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

Every year, the manufacturers and decision-makers of the leading trading companies worldwide are meeting up at the world’s leading trade fair for sweets and snacks. This is the only place where industry and retail trade meet up 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 grooming contacts.

ISM 2022 will take place as a hybrid event. Exhibitors and visitors have access to the ISM @home digital platform. The on-site booth will be expanded with new digital means of product presentation and client information and will thus enable exhibitors to address new and additional trade visitors.

Secure your stand area now and profit from the perfect presentation platform in an internationally competitive environment!
Centrepiece of ISM

Once again in 2022 the focus lies on chocolate, chocolate products, sugar confectionery, biscuits, snack foods, ice cream and pastes.

A variety of offers from over 75 countries provides the trade visitors with a comprehensive overview of the market. It is rounded off by an attractive event programme and special areas for trend products.

You shouldn't miss the following highlights:

**Trend and Natural Snacks**
- Special exhibition area in hall 5.2
- Snacking and to-go offers
- Fruit and vegetable snacks, bars, jerky, products without additives, raw products

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

**Finest creations - hand-crafted**
- specialised retail section in hall 5.2
- small volume business only
- artisan specialities
- chocolate bars, chocolates, tea biscuits etc.

**New Product Showcase**
- The top innovations of ISM in our new hall 1
- High-quality special event for secondary placements
- Award for the best innovations and most innovative packaging
Global market leaders at ISM 2020

ABK, Arcor, Baronie, Bazooka, Cacau Show, Canel’s, Cemoi, Cloetta, Colian, Dori, Elvan, Embare, Fazer, Fini Sweets, Griesson-de Beukelaer, ICAM, Jelly Belly, Kambly, Katjes, Kras, Krüger, Lambertz, Loacker, Manner, Millano, Natra, Neuhaus, Orkla, Promotion in Motion, Ragolds, Ricola, Ritter, Roshen, Rübezahl, Sölen, Toms Confectionery, Trolli, United Confectioners, Valor, Vidal, Wawel, Wawi and many more...

1,774 exhibitors (+7.5 %)
from 76 countries
87.5 % from abroad
First-class trade audience

The top buyers from the big trading companies and importers from abroad attended the trade fair again in 2020. The German trade was also strongly represented once again. 90.5% of the ISM visitors are involved in making purchasing decisions at their respective companies.

Top retail chains at ISM 2020

Aeon, Ahold, Amazon, Aldi, Carrefour, Coop, Costco, Edeka, E. Leclerc, El Corte Inglés, ITM, Kaufhof, Lidl, Metro, Migros, REWE, Target, Tesco, TJX, Walgreens, Walmart, Whole Foods and many more...

38,000 visitors from 148 countries

70% from abroad

Top 10 countries of the visitors (excl. Germany)

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

Economic sectors of the trade visitors

- 31% Wholesale trade
- 25% Retail trade
- 20% Importers
- 5% Suppliers for the out-of-home market
- 5% Gastronomy, communal feeding
- 5% Others
- 4% Online trade
- 4% Confectioneries, cafés
- 1% petrol station chains, forecourt stores

Position within the company

- 28% Self-employed entrepreneurs, co-owners
- 19% Other employees/civil servants
- 16% Department Manager, Group Manager
- 15% CEOs, Board Members
- 13% Division, Plant and Subsidiary Managers
- 4% Trainees
- 4% Other professional sections
- 1% Lecturers, teachers

94% of the visitors would recommend a good business partner to visit ISM.

Trade visitor survey ISM 2020

“The ISM fair has been an incredible source of new product inspirations due to the great variety of many international quality suppliers.”

Arjan Both, Senior Vice President Global Sourcing, Walmart Inc.

“The ISM is the best way to meet all important suppliers on 1-2 days and get informed about the latest trends.”

Peter Misamer, Buyer, Hussel GmbH
1. **Industry meeting point:** Year for year approx. 38,000 trade visitors 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 28 of the German top 30 trading companies.

3. **High visitor quality:** 73% of the visitors hold executive positions. 90.5% are involved in purchasing and procurement decisions.

4. **High internationality:** Visitors from 148 countries visit ISM, from A to Australia to Z for Zambia. This year, ISM offers a digital trade fair visit, too.

5. **Make use of the ISM@home digital platform** to access additional visitors.

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. **Professional protection** at the highest level - also and especially in times of Corona
   
   [www.ism-cologne.com](http://www.ism-cologne.com)

8. **Presentation of new products:** The New Product Showcase in Hall 1 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. **High satisfaction** among the exhibitors: 88% would recommend the trade fair, 80% are (very) satisfied with the services of ISM.

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

12. **ProSweets Cologne:** At ProSweets Cologne that is staged simultaneously you can inform yourself about new solutions and further developments for recipes, and the production and packing of sweets and snacks.
Exhibitor service
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Start
The trade fair
Segments
Exhibitors
Visitors
Arguments
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Yes, I would like to register!

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