

Veranstaltungen für Journalisten *Events for journalists*

ISM and ProSweets Cologne 2025

Sonntag, 02. Februar 2025 *Sunday 2 February 2025*

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|------------------|--|
| 09:00 Uhr | „Ribbon Cutting“
Eingang Süd |
| 09:00 a.m. | „Ribbon Cutting“
Entrance South |
| 10:00-10:30 Uhr | “Top Süßigkeiten & Snack Trends 2025”
Alisa Selezneva (Senior Marktanalyst, Innova Market Insights) und
Melania Calderon (Market Insights Consultant bei Innova Market
Insights)
Expert Stage, Mittelboulevard |
| 10:00-10:30 a.m. | “Top Sweets & Snacks Trends 2025”
Alisa Selezneva (Senior Market Analyst, Innova Market Insights)
and Melania Calderon (Market Insights Consultant at Innova
Market Insights)
Expert Stage, Middle Boulevard |
| 10:30-11:00 Uhr | “What’s next for Snack Consumers”
Ana Tique (Senior Research Analyst bei Euromonitor International)
Expert Stage, Mittelboulevard |
| 10:30-11:00 a.m. | “What’s next for Snack Consumers”
Ana Tique (Senior Research Analyst at Euromonitor International)
Expert Stage, Middle Boulevard |
| 11:00 Uhr | ISM und ProSweets Cologne - Eröffnung & Pressefoto
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80 |
| 11:00 a.m. | ISM and ProSweets Cologne - Opening & press photo
Sweet Week Talks & Tasting Stage, Hall 10.1 E80 |
| 11:05 Uhr | “Zwischen wirtschaftlicher und gesellschaftlicher
Verantwortung”: Ein moderiertes Gespräch mit Fokus |



ISM
02.02.-05.02.2025
www.ism-cologne.de



ProSweets Cologne
02.02.-05.02.2025
www.prosweets-cologne.de

auf das Mercosur-Handelsabkommen
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

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Rupert Schlegelmilch, Director i.R., European Commission, DG
Trade, EU Chefunterhändler des EU-Mercosur Handelsabkommens

Aldo Christiano, Vizepräsident, European Association of the
Chocolate, Biscuit and Confectionery Industry (CAOBISCO)

Mr. Jaime Recena, CEO, Brazilian Association of Cacao,
Chocolates Candies and Byproducts (ABICAB)

Mr. Misael Gonzalez, Vice President, Cámara de la Industria
Alimenticia de Jalisco, (CIAJ), Mexiko

Bastian Fassin, Vorsitzender Arbeitskreis Internationale
Süßwarenmesse (AISM), Vorsitzender, Bundesverband der Dt.
Süßwarenindustrie (BDSI), Geschäftsführender Gesellschafter
Katjes Fassin

Ulrich Zuenelli, Vorsitzender des Aufsichtsrats Sweets Global
Network A. Loacker AG SpA, Italien

Prof. Dr. Katharina Riehn, Vizepräsidentin, Deutsche
Landwirtschafts-Gesellschaft (DLG)

11:05 a.m.

*"Between economic and social responsibility": A hosted
discussion focusing on the Mercosur trade agreement*
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

*Mr Rupert Schlegelmilch (Former Director General, European
Commission, DG Trade, EU Chief negotiator for the EU-Mercosur
Free Trade Agreement)*

*Mr Aldo Christiano, Vice President, European Association of the
Chocolate, Biscuit and Confectionery Industry (CAOBISCO)*

*Mr Jaime Recena, CEO, Brazilian Association of Cacao,
Chocolates Candies and Byproducts (ABICAB)*

Mr Misael Gonzalez, Vice President, Cámara de la Industria Alimenticia de Jalisco, (CIAJ), Mexico

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Mr Bastian Fassin, Chairman of the Committee for the International Sweets and Biscuits Fair (AISM) Chairman of the Association of the German Confectionary Industry (BDSI), Managing Shareholder Katjes Fassin

Mr Ulrich Zuenelli, Chairman of the Supervisory Board, Sweets Global Network, Executive Chairman, A. Loacker AG SpA, Italy

MS Professor Katharina Riehn, Vice President, German Agricultural Society (DLG)

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|------------------|--|
| 11:30 Uhr | Offizieller Eröffnungsrundgang
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80 |
| 11:30 a.m. | <i>Official opening tour</i>
Sweet Week Talks & Tasting Stage, Hall 10.1 E80 |
| 11:30-12:45 Uhr | Start-up/Scale-up Pitches mit Robert Kronekker
(Business Angel und Gründer)
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80 |
| 11:30-12:45 p.m. | <i>Start-up/Scale-up Pitches with Robert Kronekker</i>
<i>(Business angel and founder)</i>
Sweet Week Talks & Tasting Stage, Hall 10.1 E80 |
| 13:30-14:00 Uhr | Die Kakao-Krise: Kann Technologie unsere geliebte Schokolade retten? Tal Govrin, CEO und Co-founder Kokomodo
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80 |
| 01:30-02:00 p.m. | <i>The cocoa crisis: Can technology save our beloved chocolate?</i>
<i>Tal Govrin, CEO and co-founder Kokomodo</i>
Sweet Week Talks & Tasting Stage, Hall 10.1 E80 |
| 15:30-16:00 Uhr | Livestream Podcast "Naschkatzen" Lisa Feller
(Comedian & Podcasterin) und Patricia Kain
(Moderatorin und Podcasterin)
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80 |

03:30-04:00 p.m. *Livestream podcast "Naschkatzen" (sweet lovers)*
Lisa Feller (comedian and podcaster) and
Patricia Kain (presenter and podcaster)
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

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16:00-16:30 Uhr Influencer Tasting powered by Anuga HORIZON
 Lisa Feller (Comedian & Podcasterin), Patricia Kain
 (Moderatorin und Podcasterin), Nathalie Gleitmann
 (Creator und Unternehmerin), HeyMoritz (Influencer und
 Unternehmer) und CrispyRob (Influencer und Unternehmer)
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

04:00-04:30 p.m. *Influencer Tasting powered by Anuga HORIZON*
Lisa Feller (comedian & podcaster), Patricia Kain
(presenter and podcaster), Nathalie Gleitmann (creator and
entrepreneur), HeyMoritz (influencer and entrepreneur) and
CrispyRob (influencer and entrepreneur)
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

Montag, 03. Februar 2025 Monday 3 February 2025

09:00 Uhr Pressefrühstück mit Sabine Schommer (Director ISM),
 Guido Hentschke (Director ProSweets Cologne), Melania Calderon
 (Market Insights Consultant bei Innova Market Insights), Dr.
 Maximilian Marquart, CEO und Dr. Sara Marquart, CTO von Planet
 A Foods. Anschließend: Neuheiten-Rundgang
Presse-Centrum Ost, Congress-Centrum Ost

09:00 a.m. *Press breakfast with Sabine Schommer (Director ISM),*
Guido Hentschke (Director ProSweets Cologne), Melania Calderon
(Market Insights Consultant at Innovat Market Insights), Dr.
Maximilian Marquart, CEO und Dr. Sara Marquart, CTO von Planet
A Foods. Followed by: New Products Tour
Press Centre East, Congress Centre East

11:00-11:30 Uhr Im Talk mit Johann Lafer "Inspiration für die Süßwarenbranche,
 wie wirken sich die aktuellen Trends auf die Gastronomieküche
 aus?"
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

11:00-11:30 a.m. *A talk with Johann Lafer "Inspiration for the sweets industry, what effects are the current trends having on food service cuisine?"*
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

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01:30-05:00 p.m. Sweet Week Production Summit
Sweet Week Talks & Tasting Stage, Halle 10.1 E80

01:30-05:00 p.m. *Sweet Week Production Summit*
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

Dienstag, 04. Februar 2025 Tuesday 4 February 2025

10:30-11:00 Uhr Moderierte Verkostung "Den Grundgeschmacksrichtungen auf der Spur" mit Hanni Rützler (Food Trend-Expertin und Trendforscherin) feat. by Hochschule Fulda
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

10:30-11:00 a.m. *Hosted tasting "On the trail of the primary tastes" with Hanni Rützler (Food trend expert and trend researcher) feat. by Fulda University*
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

11:00-11:30 Uhr "Die n(ice)ste Kollabo des Jahres"
 Mark Mühürücüoglu (CEO Cookie Bros.) und Antonia Elena Zimmermann (Creatorin mit Fokus auf Fitness und Ernährung und Spiegel-Bestsellerautorin)
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

11:00-11:30 a.m. *"The n(ice)st collaboration of the year"*
Mark Mühürücüoglu (CEO Cookie Bros.) and Antonia Elena Zimmermann (creator focusing on fitness and diet and Spiegel bestseller author)
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

12:30-13:00 Uhr Moderierte Verkostung "Die Besonderheiten des persönlichen Geschmacks entdecken" feat. by Hochschule Fulda mit Hanni Rützler (Food Trend-Expertin und Trendforscherin)
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

12:30-01:00 p.m. *Hosted tasting "Discover the special features of personal taste"*
feat. by Fulda University with Hanni Rützler (Food trend expert
and trend researcher)
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

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16:45 Uhr Verleihung ISM Consumer Award durch Sonja Meise,
foodnewsgermany und Sabine Schommer, Director ISM
Sweet Week Talks & Tasting Bühne, Halle 10.1 E80

04:45 p.m. *Presentation of the ISM Consumer Award by Sonja Meise,*
foodnewsgermany and Sabine Schommer, Director ISM
Sweet Week Talks & Tasting Stage, Hall 10.1 E80

17:00 - 19:00 Uhr Meet & Greet mit Tennis-Star Angelique Kerber
Passage Halle 10 Halle 11 A004

5 - 7 p.m. Meet & Greet with Tennis Star Angelique Kerber
Passage Halle 10 Halle 11 A004

Finden Sie hier die aktuellen Termine:

<https://www.ism-cologne.de/events/veranstaltungssuche/>

Find the current events here:

<https://www.ism-cologne.com/events/event-search/>

Änderungen vorbehalten! · *subject to change!*

Stand: 29.01.2025

Kürzel: HFR