



www.prosweets.com

The international supplier fair for
the sweets and snacks industry

28.01.-31.01.2024



Early bird
discount up until
30.06.2023





Welcome to the pulse of the market!

The industry will be meeting up again in Cologne from 28.01.-31.01.2024 to experience product premieres, network and cast a glance into the future.

ProSweets Cologne 2024 presents the entire supplier spectrum of the sweets and snacks industry: from manifold raw materials and ingredients to innovative packaging machines and materials through to optimised production technologies. Enhanced and extended by digital elements in the networking and content section.

Trade visitors from all over the globe are looking forward to four promising trade fair days - and to you of course! Secure your stand area in good time and profit from a first-class business platform in an internationally competitive environment.





PRODUCTION AND PACKAGING TECHNOLOGY

In order to guarantee quality and a high yield, reliable production processes, efficient production and packaging technologies as well as packaging machines are required. Due to its future-oriented concepts, this exhibition segment is a popular point of contact for the trade audience.



PACKAGING AND PACKAGING MATERIALS

This section reflects the sustainability of the global packaging industry. Innovative refining processes, original materials and the latest developments meet up with targeted demand. Exhibit your packaging solutions here and draw attention to yourself.



OPERATING EQUIPMENT AND AUXILIARY DEVICES

Guaranteeing the safety and quality of foodstuffs, is indispensable for the manufacturers of sweets and snacks. In this section you can find everything on the themes logistics/transport/storage, food safety and quality, automation, refrigeration and air conditioning technologies and service providers.

SWEET & SNACKABLE INGREDIENTS

Experience the present and the future of this growth segment bundled in one place at ProSweets Cologne 2024:

- The highest technological standard of ingredients and semi-finished products for the sweets industry
- Global raw material procurement challenges
- Illustration of alternatives and their processing peculiarities
- Impact of global supply chain changes on the pricing
- Fair Trade and other quality seals
- Natural, health-promoting ingredients
- Sustainably grown and further processed raw materials
- Global and regional innovations
- Reduction of energy and resource consumption for the production of sweets and snacks





Highly-satisfied participants

High number of international visitors, great interest in new technologies, Sensors and energy efficiency: From the exhibitors' point of view the high number of executives, product managers and product developers among the visitors was decisive for the positive evaluation of ProSweets Cologne 2023 - Special Edition.

The fact that everyone is looking forward to a regular ProSweets Cologne in its own hall in January 2024 was also clearly tangible. As usual, ProSweets Cologne will be staged parallel to ISM.

Resultat ProSweets Cologne 2023 - Special Edition:

119 exhibitors from 23 countries
60 % share of foreign exhibitors

Expectation for ProSweets Cologne 2024:

over 300 exhibitors



Top countries of origin 2023 (excluding Germany)

1. China
2. Italy
3. Turkey
4. Netherlands
5. Belgium, France
6. Great Britain, Hong Kong, Poland
7. Indian, Spain, USA



A first-class trade audience

In addition to the production and manufacturing directors of leading companies, numerous medium-sized and smaller companies with a leadership function attended ProSweets Cologne 2023 - Special Edition. Special measures like the well-attended „Matchmaking Breakfast“ and the attractive trade fair lounge offered ideal opportunities for in-depth networking.

Next year, ProSweets Cologne will be staged in its own hall again, the surface and infrastructure of which will also be geared up to demonstrate large production and packaging lines for instance.

Trade fair duo ISM and ProSweets Cologne 2023 - Special Edition

25.000 visitors from 135 countries

72 % share of foreign visitors

VISITORS 2023



Top countries of origin 2023 (excluding Germany)

1. Netherlands
2. Great Britain
3. Belgium
4. USA
5. Spain
6. Italy
7. Korea
8. Israel
9. Japan
10. Canada



• Entire value chain

In conjunction with ISM, ProSweets Cologne covers the entire value chain of the sweets and snacks industry. Due to the strong content-related interlinking and numerous matchmaking offers, the synergies between both trade fairs are being further intensified and developed.

• High visitor quality

Every year, the decision-makers of the worldwide sweets and snacks industry meet up at ProSweets Cologne. The exhibitors of past trade fairs assessed the quality of the visitors as being very good. Make sure you meet up with the right contacts too!



• Wide range of exhibits

ProSweets Cologne 2024 will once again unite all product sections under one roof: From innovative production techniques and forward-looking packaging solutions, through to the **focal theme of the trade fair Raw Materials and Ingredients or Sweet & Snackable Ingredients.**

• High quality event programme

ProSweets Cologne not only convinces with its large variety of international exhibitors and the high quality of the trade fair audience, but also with its diversified event programme. Whether the Packaging special event, the Ingredients event zone, guided visitor tours or the Expert Stage: Here everything revolves around topical themes and the trends of tomorrow.



RESERVE YOUR STAND AREA NOW: WWW.PROSWEETS.COM/REGISTRATION

DO YOU HAVE ANY QUESTIONS?

WE WILL BE GLAD TO ADVISE AND ASSIST YOU WITH THE PLANNING,
PREPARATION AND ORGANISATION OF YOUR TRADE FAIR PRESENCE.

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