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#ISM

ISM 2023 with new date: World's largest trade fair for confectionery and snacks to be held once only from April 23 to 25

Koelnmesse is thus following the wishes of the confectionery and snacks industry - duration will be shortened from four to three days for 2023 - ProSweets Cologne is examining possibilities for implementation in April

In consultation with the conceptual sponsors of ISM and decision-makers in the industry, Koelnmesse has decided to postpone next year's ISM International Sweets and Biscuits Fair from the end of January to the new date of 23 to 25 April 2023, on a one-off basis. In doing so, Koelnmesse is taking into account the wishes of ISM's sponsoring associations. The entire confectionery industry is currently facing extreme challenges with dramatic cost explosions for raw materials, energy and logistics as well as an almost incalculable consumer behavior, according to the associations. The industry now hopes that the difficult situation will calm down again and that there could then be significantly better planning certainty at the later trade show date in April 2023.

The one-time postponement will also shorten the duration of the world's largest trade fair for confectionery and snacks by one day for the 2023 edition. ProSweets Cologne, which is normally held in parallel, is examining the possibilities for implementation in April in consultation with the trade fair's sponsors and will announce further details on this in due course.

"With the one-time date shift, we are meeting the wishes of the confectionery and snack industry and thus ensuring the greatest possible business opportunities for all companies and visitors involved. It is important to us to provide a fully comprehensive overview of the global market for the confectionery and snack industry and to ensure the usual high quality of exhibiting companies and international participating trade visitors," explains Gerald Böse, Chief Executive Officer of Koelnmesse GmbH.

Preparations for the event in April are already in full swing in order to provide all participants with maximum planning security and an optimum schedule for ISM 2023.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade



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www.ism-cologne.com

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Cologne
District Court Cologne, HRB 952

fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

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Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 13.07. - 15.07.2022

Annapoorna - ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 14.09. - 16.09.2022

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 08.11. - 10.11.2022

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