


Trade fair	ISM	
Sub-heading	International Sweets and Biscuits Fair	
Date of the event	January, 30 – February 02, 2011	
Organizer	Koelnmesse GmbH	
Event frequency	annual	ISM Cologne
Conceptual sponsor	AIMS Arbeitskreis Internationale Süßwarenmesse	30.01. – 02.2. 2011 International Sweets and Biscuits Fair
Venue	Cologne Exhibition Center	
Opening times	For exhibitors 7.30 a.m. to 7.00 p.m. For visitors 9.00 a.m. to 6.00 p.m.	www.ism-cologne.de
Admission fees	Day ticket, advance sale Day ticket, ticket office TO BE ANNOUNCED 2-Day ticket, advance sale 2-Day ticket, ticket office 3-Day ticket, advance sale 3-Day ticket, ticket office 4-Day ticket, advance sale 4-Day ticket, ticket office	Contact: Claudia Majchrowicz Fon + 49 221 821-3899 Fax + 49 221 821-3340 e-mail c.majchrowicz@koelnmesse.de
space rate/sqm		€ 157,00
early bird for bookings until 28.05.2010		€ 145,60
Energy costs/sqm		€ 6,00
Catalogue	ticket office Germany Europe outside Europe	€ 22,00 € 27,00 € 32,00 € 38,00
Product segments	Cocoa, chocolate and chocolate products Biscuits Snack Items Sugar Confectionery Ice Cream and marzipan products	Koelnmesse GmbH Messeplatz 1 50679 Cologne P.O.Box 21 07 60 50532 Cologne Germany Tel. +49 221 821-0 Fax +49 221 821-2574 info@koelnmesse.de www.koelnmesse.de

<p>Fair profile</p>	<p>ISM is the largest and most important sweets and biscuits fair in the world. Every year the international sector meets to introduce, discover and discuss the latest trends, the newest products and the most up-to-dates perspectives.</p> <p>The entire global market is reflected an ISM's range of products, which is broader than that of any other comparable trade fair. All of the relevant target groups in the world of confectionery are brought together here. Small, medium-sized and market-leading suppliers make direct contact with the global trade to fulfill the needs of tomorrow's customers with innovative ideas, creations and concepts. And that ensures a profitable future for suppliers and customers alike.</p>
<p>Mailing of registration forms to exhibitors</p>	<p>Beginning of April, 2010</p>
<p>Hall occupancy</p>	<p>2.2, 3.2, 4.2, 5.2, 10.2, 11.1, 11.2, CC East</p>
<p>Construction and dismantling periods</p>	<p>Construction: 27.01., 8.00a.m.-29.01., 8.00p.m. Dismantling: 02.02., 6.00p.m.-04.02., 12.00p.m.</p>
<p>Access rights</p>	<p>Trade Visitors</p>
<p>Target groups exhibitors:</p>	<p>Manufacturers and Distributors of confectionery and biscuits ready packed for retail sale under the following headings: Cocoa, chocolate and chocolate products Biscuits Snack Items Sugar Confectionery Ice Cream an marzipan products</p>

Target groups visitors: Buyers from the wholesale and retail confectionery trade, grocery wholesale, multiples and their regional branches, cash & carry operations, department stores, health food wholesalers, drugstore chains, confectionery specialist outlets, cafes, confectioners, bakery operations as well as the buying offices of forecourt convenience stores. Marketing and distribution specialists will also attend.

Figures for the previous event (2010)

Exhibitors	1.503
Gross exhibition space	110.000
Visitors*	32.000

Project management	Ines Weber i.weber@koelnmesse.de
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Website	www.ism-cologne.com
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