



ISM in Cologne confirms its exceptional international position

The fair's 47th edition, with 38,000 visitors from 140 countries, shows that sweets and snacks are in high demand by the trade

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The 47th ISM in Cologne closed on a very good result. Once again almost 38,000 trade buyers from over 140 countries were registered. The exhibitors were thoroughly convinced by

the excellent quality of the visitors. Once again this year, decision-makers from all trade channels made use of **the world's largest trade fair for sweets and snacks** to go about their comprehensive business activities: **1,649 exhibitors from 68 countries** exhibited at ISM 2017. *ISM once again confirmed its international position as a global platform for the sweets trade. Furthermore, we were able to further reinforce our position with a slight growth in the number of exhibitors,* commented **Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH.**

SOMETHING FOR ALL TASTES

The exhibitors of the 47th ISM placed their bets on **new products and marketing ideas** this year. Instead of one overriding trend, many individual tendencies that were aimed at different target groups were recognizable.

"Something for all tastes" is the motto of the flexible and innovative industry that relies above all on one aspect: Enjoyment and taste. This is why **sugar-**

reduced, vegan or vegetarian sweets, bakery products and snacks primarily have to also please the taste buds of the consumers, as various surveys underlined. As always, the buyers proved to be very open to new approaches. Since a large majority of the trade visitors are decision-makers within the companies, numerous negotiations were successfully transacted on-site, a good follow-up business is also expected in many cases. Large trading companies from Germany and other European countries were represented as well as buyers from North America, the Near East and South America. A high number of visitors from the specialized trade, which is important for many suppliers of specialities, were also welcomed in Cologne. Fundamentally, the share of foreign visitors remained constant at around 67%.



ISM AWARD

The ISM Award was conferred for the fourth time. The award winner is **Gota Morinaga**, Representative Director, Representative Chairman, Morinaga Co. Ltd., Japan. The following three products were voted the **top three innovations** of this year's ISM by the visitors:

1. **Bad Luck Cookies** by Pechkeks GmbH;
2. **Organic Veggie Box** by my ChipsBox GmbH;
3. **Pralibel Dômes** by Pralibel NV.

Furthermore, the ISM Packaging Award powered by ProSweets Cologne was also conferred for the first time. The prize winner is the Barbecue Marshmallow Grill Bag by tri d'Aix GmbH.

PROSWEETS

With an attendance of 17,000 trade visitors from over 100 countries, **ProSweets Cologne** – the international supplier fair for the sweets and snacks industry – which is held parallel to ISM, also confirmed its significance as an important information, order and networking platform for the entire industry Together, the two

fairs cover the entire value chain of sweets production and sales at the same time and place a worldwide unique constellation.



ISM 2017 IN NUMBERS

1,647 suppliers from 68 countries, 86% of whom came from abroad, exhibited at ISM 2017 on exhibition space covering 110,000 m². These included 226 exhibitors and 10 additionally represented companies from Germany as well as 1,400 exhibitors and 11 additionally represented companies from abroad. The 48th ISM is scheduled to take place from 28 to 31 January 2018. ProSweets Cologne will once again be held parallel to ISM 2018.

COLOGNE ISM ISM
2017 KATHARINA C.
HAMMA PROSWEETS SNACKS SWEETS

NEWS IN SWEETS &
CONFECTIONERY

TOP 12

PRODUCT CATEGORIES

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[Preserves & Sauces](#)

[Oil & Vinegar](#)

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