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Final report

45th ISM in Cologne

ISM 2015 ends after four days pleased to announce an increase in the number of displays and exhibitors

Around 37,000 trade visitors from 141 countries

New product segments expand range of offers

Delivery fair ProSweets Cologne again successful

ISM – the International Sweets and Biscuits Fair – has ended after four days pleased to announce an increase in the number of visitors. Around 37,000 trade visitors came to experience and learn at the 45th gathering of the world's largest and most important trade fair for sweets and snacks. That is about six per cent more than in 2014. At 67 per cent, the proportion of foreign visitors remained stable. This means that a strong trade presence from Germany also contributed to the increase in numbers of visitors. "This year the ISM has once again made it clear how important the fair is for the confectionary trade both nationally and internationally," commented Katharina C Hamma, the managing director of Koelnmesse GmbH, referring to the positive results of the ISM 2015. This is because the fair was also able to record some modest growth in the number of exhibitors. Bastian Fassin, chairperson of the Federal Association of the German Confectionery Industry (BDSI) noted that "the quality of the trade visitors was again impressive. The producers are expecting strong and energetic business after the fair". The ISM was opened by German Minister for Food and Agriculture Christian Schmidt. After touring the fair he greeted participants at a conference held by the Forum for Sustainable Cocoa.



ISM
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www.ism-cologne.com

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According to exhibitors, the quality of the trade guests at the ISM was consistently high. This is also confirmed by the visitor questionnaires as well as registration details. Top purchasers again came from abroad from large trading companies and importers. German trade was also strongly represented once again. As one supplier confirmed: "at ISM in Cologne we reach our important trading partners, whether from Germany or one of our many export markets". Another vendor noted: "we couldn't afford not being present this fair".

The visitors came from 141 countries. The increase in the number of visitors from abroad was spread almost evenly across all countries. The number of visits from Asia, particularly China and Korea, showed a modest increase. Eastern Europe saw a small decrease in its share of guest arrivals.

1,513 providers from 65 countries, 228 of them from Germany, participated in the ISM this year. As ever, there was demand for innovative products and marketing concepts, which the branch once again had on offer for its purchasers. The diverse range of offers at the ISM 2015 was underscored by, amongst other items, the special presentation "New Product Showcase", at which around 90 businesses participated. For the first time, all ISM visitors were called on to select the Top Three Innovations. The "SoundyCandy®" sweet from Turkish company Toller was voted first place. This product combines the properties of a candy with those of tingling granules. Second place was taken by Belgian chocolate manufacturer Fairy and its "Cho'Clair" creation. Swiss family company Zweifel Pomy-Chips AG was in third place for their "Secrets Dried Beetroots" – a combination of potato chips and red beetroot.

New product segments for the themes of snacking, breakfast and coffee were on display at the ISM for the first time. These segments were received very positively by both exhibitors and visitors alike. "The range of offers has expanded, providing new possibilities for presenting and purchasing," notes one exhibitor displaying in Cologne for the first time as part of the new product segments. "The response in trade was resounding," adds another supplier. "We are already planning our next appearance at the ISM."

ISM Award

For the second time, the ISM Award was presented to honour outstanding achievements in the sweets and snacks industry. 2015's prize winner was Felix Richterich, owner and CEO of Ricola AG, who was presented with the award at a celebratory evening event.

The ISM 2015 in figures:

1,513 suppliers from 65 countries (2014: 1,467), 85 per cent of whom came from abroad, exhibited at ISM 2015 on exhibition space covering 110,000 m². These included 223 exhibitors and 5 additionally represented companies from Germany as well as 1,272 exhibitors and 13 additionally represented companies from abroad. Around 37,000 trade visitors from 141 countries attended the ISM 2015, the foreign proportion was 67 per cent.

ISM organisers are Koelnmesse and its sponsor, the International Sweets and Biscuits Fair (AISM) task force.

ProSweets Cologne, the international trade fair for the confectionery sector's supply industry held in parallel with the ISM, was again able to register 17,000 trade visitors from 78 countries. The proportion of foreign participants was 65 percent. 328 providers from 33 countries presented new solutions and developments for recipes, production, packaging and logistics for sweets and snacks. Together with ProSweets Cologne, ISM covers the entire value chain of confectionery production and sales at the same time and place – a worldwide unique constellation.

The 46th ISM is scheduled to take place from 31 January to 3 February 2016.

ProSweets Cologne, the international supplier fair for the confectionery industry, will again be held in parallel to the ISM 2016.

Further information: www.ism-cologne.de
<http://www.prosweets-cologne.com>

Koelnmesse – Global Competence in Food: Koelnmesse is an international leader in organising food fairs and events related to food and drinks processing. Fairs like Anuga, the International Sweets and Biscuits Fair (ISM) and Anuga FoodTec are established world-leading fairs. Koelnmesse not only organises food trade fairs with different areas of focus and content in Cologne, but also in other growth markets around the globe, for example, in Brazil, China, India, Thailand, Turkey and the United Arab Emirates. With these worldwide activities, Koelnmesse offers its customers tailor-made events in various markets which guarantee sustainable and international business.

Upcoming events:

Anuga FoodTec
International supplier fair for the food and drink industry, 24 to 27 March
2015 in Cologne

Wine & Gourmet Japan
15 to 17 April 2015 in Tokyo

IIDE 2015
India International Dairy Expo
23 to 25 April 2015 in Mumbai