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## Final Report

New visitor and exhibitor records provide sustainable momentum

# ProSweets Cologne: Significant growth in all areas

Exhibitors praise the high decision-making authority of the buyers

**ProSweets Cologne, the International Supplier Fair for the Confectionery Industry, came to an end on Wednesday, 4th February 2009 after a successful event. Over 14,700 visitors from over 100 countries and 307 exhibiting companies from 28 countries established new records for the event and ensured major growth of ProSweets Cologne in all areas. "The fact that ProSweets Cologne took place exactly in parallel to ISM, the International Sweets and Biscuits Fair, was a big factor in the positive visitor turnout", says Gerald Böse, President and CEO of Koelnmesse. "Our concept to provide the supplier industry with its own specific platform has finally been fully appreciated by the sector. This was especially underlined by the large number of expert visitors from the area of production and manufacturing who attended the event."**

ProSweets Cologne focused on the entire supply spectrum, from confectionery production and processing to packaging. This includes the product areas ingredients, confectionery packaging and packaging technology, machines and equipment for the confectionery industry, as well as food safety and quality management. The conceptual sponsors of ProSweets Cologne are the Association of the German Confectionery Industry (BDSI), Sweets Global Network (SG), the German Agricultural Society (DLG) and the Central College of the German Confectionery Industry (ZDS).

Compared to the last event, ProSweets Cologne recorded a 38 per cent growth in visitor numbers to 14,700 experts from over 100 countries (2007: 10,655 from 128 countries). Nearly 50 per cent of the visitors came from abroad. The main reason for this growth was the four day overlap with ISM. In addition, the

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industry and trade also knew that they could find out everything they needed to know about the entire value chain of confectionery production at one time, and in one place. Nearly a third of visitors were experts from the areas of confectionery production and manufacturing. As usual, many visitors came from the areas of development and construction and marketing and buying. In addition to visitors from Germany, ProSweets Cologne attracted strong interest from the Netherlands, Italy, Belgium and North America.

The visitors at ProSweets Cologne were impressed by the products and services exhibited and the event's attractive presentation. Initial analysis of a representative trade visitor survey indicate that 70 per cent of visitors were either "very satisfied" or "satisfied" with the event, and even 73.9 per cent of buyers said they were either "very satisfied" or "satisfied" with the results of their visit in terms of their goals. As a business-oriented trade fair, ProSweets Cologne also served as a meeting place for decision-makers. Over 68 per cent of ProSweets visitors had sole or shared responsibility in making purchasing and procurement decisions.

"ProSweets Cologne has developed dynamically. Our visit was truly exceptional. Our stand was even visited by representatives from international confectionery producers who are responsible for production and manufacturing. We will definitely be expanding our presence at the next event", said one enthusiastic supplier of packaging technology.

Despite the difficult financial climate, compared to the previous event ProSweets Cologne also managed to increase the number of exhibitors by 6 percent to 307 exhibiting companies from 28 countries (2007: 289 companies from 26 countries).

Especially in demand were products and concepts that boost efficiency and thus lead to a reduction in costs. "Many enquiries directly involved the reduction of costs in all areas of the value chain. With our new system we have recognized the trend of combining various production processes and therefore lowering costs. The strong demand we experienced reflected this," said one supplier of machinery. In general, the topics of "saving costs and targeted investments" will surely play a big role this year. "Due to the current economic situation our business has changed. We are currently experiencing a strong

demand for smaller machines that the manufacturers can purchase from their cash flow and therefore don't need to find any extra means for financing," a process technology supplier explained.

Machine manufacturers presented their innovations and improved products on noticeably larger stand areas at ProSweets Cologne 2009. In the area of ingredients there is a clear trend towards natural colours and aromas. "Back to nature" is also the trend in the area of flavourings. Exotic fruits from Central and South America, as well as Asia will form the basis of the flavours of the near future. Ingredients that provide functional added benefits will also remain in demand.

The supporting programme, which accompanied the exhibitors' product range at ProSweets Cologne, provided additional momentum. Once again, the "Design Factory" was a popular highlight. Entitled "Design prevision", this offering showed trade visitors the impact that packaging can have and how it is perceived by the consumer through the help of the "eye tracking" method.

ISM, which was held in parallel, could also report very good signals for the confectionery year 2009. With its new products and innovative marketing strategies, the sector has set a very positive start to the year. The 1,593 exhibiting companies have reason to look ahead with careful optimism. With over 32,500 trade visitors from around 150 countries, visitor numbers were around the same level as at the previous event. The ProSweets Cologne and ISM trade fair duo, with a combined total of 1,900 exhibiting companies presents the confectionery industry's entire value chain.

#### ProSweets Cologne 2009 in figures:

A total of 307 companies from 28 countries, 52 per cent of which came from abroad, participated in ProSweets Cologne 2009, occupying a gross exhibition space of 17,000 m<sup>2</sup>. The participants included 145 exhibitors and 4 additionally represented companies from Germany as well as 154 exhibitors and 4 additionally represented companies from abroad. Including estimates for the last day of the fair, ProSweets Cologne attracted around 14,700 trade visitors from 100 countries, approximately 7,350 of whom came from abroad.

#### The next scheduled events

**ProSweets Cologne und ISM**  
**31st January to 3rd February 2010**