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Final Report

Successful trade fair gives momentum to the supplier sector

ProSweets Cologne 2010 sets new records

More visitors, more exhibitors, bigger exhibition area

ProSweets Cologne, the international supplier fair for the confectionery industry, ended on Wednesday, 3rd February 2010 after delivering good results and thereby providing fresh momentum in the sector. The trade fair, which took place for the fourth time, once again set new record results and achieved new growth in all categories — exhibitors, visitors and exhibition area. A total of 325 suppliers from 30 countries took part in ProSweets Cologne, presenting their products and services on a gross exhibition space of 19,000 m² to more than 19,000 trade visitors from 60 countries. "In view of the overall economic situation, the success of ProSweets Cologne is even more impressive," said Koelnmesse CEO Gerald Böse. "It also underlines the importance of the trade fair as a marketing tool, information exchange and catalyst for positive development in the sector." ProSweets Cologne is the world's only trade fair that focuses on all the needs of confectionery sector suppliers — from production to processing to packaging of confectionery products. 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).

"ISM and ProSweets Cologne together present the entire value chain in confectionery production, scheduled in parallel and at one location — an internationally unique constellation that creates synergy effects and generates business. The two trade fairs attract a combined total of over 1,800 exhibitors from all over the world to Cologne and make the city a global centre for sweet products," says Böse.



ProSweets Cologne
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Compared to the last ProSweets Cologne, the 2010 event recorded six per cent growth in exhibitor turnout, to 325 exhibiting companies from 30 countries (2009: 307 from 28 countries). Fifty-seven per cent of the suppliers came from abroad. ProSweets Cologne occupied a total area of 19,000 m², an increase of 2,000 m² on the corresponding figure from the previous year.

In terms of visitor turnout, ProSweets Cologne achieved even stronger growth. In 2009 the fair was attended by 14,700 trade visitors from 53 countries, while from 31st January to 3rd February 2010 there was an impressive total of 19,000 experts from 60 countries at the event. And the share of visitors from abroad rose from 50 to 60 per cent. There was a strong turnout once again of buyers from the Netherlands, Italy, Belgium and North America. Two thirds of the experts were from the areas of management, manufacturing and production, and purchasing and procurement.

ProSweets Cologne was given high praise in a representative survey of visitors that was carried out on all days of the trade fair. Seventy-six per cent of the survey respondents indicated they were very satisfied/satisfied with the range of exhibited products at the trade fair, and over 75 per cent of the buyers responded that they were very satisfied or satisfied with their success in achieving their objectives at the event. The survey also shows that the visitors also once again displayed strong decision-making power, with 68 per cent of the respondents having sole or shared responsibility for making purchasing and procurement decisions at their companies. "The visitor quality was really excellent. The people we met were either senior managers or procurement decision-makers with corresponding management functions, so they had the authority to hold in-depth discussions and to conclude business deals," said a spokesperson for an internationally operating supplier of packaging machines. Another supplier added: "We are very satisfied with how the fair went. The expectations in terms of trade visitor turnout were fully satisfied. We are delighted with the outstanding development of ProSweets Cologne."

The trends at ProSweets Cologne: Among suppliers of colourings and aromas there is clearly a trend toward "clean label" products. There is hardly any manufacturer who isn't offering colourings and aromas made from natural ingredients that are not required to be declared. Most suppliers are engaged in

thoroughly changing their formulas for the future. A trend in evidence among suppliers of machines and equipment is toward more complex, industrial-scale products. In order to prevent problems with copied products, more and more major producers are using complicated shapes with impressive decoration. This means more complex control technology in large pouring systems that were otherwise designed for tonnage. Also becoming more important are even shorter changeover times to ensure greater flexibility when changing products. This trend also is having an impact on suppliers of packaging equipment and packaging materials. Here too there is a growing demand for faster product changeovers and above all for more complex packages.

In addition to the exhibitors' offerings, another highlight of ProSweets Cologne that attracted many visitors was the premiere of the special show "Robotic Packaging Line", an event initiated by Koelnmesse and renowned technology partners. A modular, fully automatic packaging line was presented, generating avid interest on the part of the visitors and trade journalists.

Another well-attended feature was the special show "LOHAS" — Lifestyle of Health and Sustainability, which was realized in cooperation with the German Packaging Institute. The theme of the special show was the growing demand among certain consumer groups for ecological, healthy and economical products and services, a trend that of course also affects the packaging segment. Presented at the show were solutions for sustainable packages and visionary packaging ideas.

There was also a large turnout at the ProSweets Cologne presentation forums, which were organized by the DLG (German Agricultural Society), the BDVI (Association of German Packaging Engineers) and the trade publication *Food Design*. The participants presented and discussed the topics "Sensor-related issues in confectionery production", "Packaging" and "Confectionery ingredients and packaging".

ProSweets Cologne 2010 in figures:

A total of 325 companies from 30 countries, 57 per cent of which came from abroad, participated in ProSweets Cologne 2010, occupying a gross exhibition space of 19,000 m². Of these participants, 141 companies came from Germany and 184 were from abroad. Including estimates for the last day of the fair,

ProSweets Cologne attracted around 19,000 trade visitors from 60 countries, approximately 11,400 of whom came from abroad.

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The next scheduled event:

ProSweets Cologne
29th January to 1st February 2012