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Final Report

A strong event — ProSweets Cologne 2012

More exhibitors and larger exhibition space once again this year, very good visitor turnout

The meeting place for decision-makers from the confectionery industry

ProSweets Cologne, the international supplier fair for the confectionery industry, ended on 1st February 2012 after impressing all participants as a strong event during four days of intensive trade fair business. Nearly 17,000 visitors from 96 countries, 334 exhibiting companies from 33 countries and a ten percent larger exhibition space ensured outstanding quality and set new records. "Given all the decision-makers from the confectionery industry among our visitors, there is no question that ProSweets Cologne is one of the leading international supplier trade fairs for the confectionery sector. We welcomed visitors from 96 countries, who made the event more international than ever before. The sector thus clearly showed that it sees ProSweets Cologne as an important platform for business and innovation! The trade fair duo Pro Sweets Cologne and ISM once again turned Cologne into the meeting place for the sweet sector," concluded Katharina C. Hamma, Chief Operating Officer of Koelnmesse. ProSweets Cologne took place for the fifth time, presenting the entire range of products offered by suppliers for production, processing and packaging of confectionery.

With nearly 17,000 experts from 96 countries, the visitor turnout at ProSweets Cologne was on a par with the very large number recorded at the previous event. And the turnout of trade visitors who came to town just for ProSweets Cologne, without the intention of attending the parallel scheduled ISM, was up by more than 15 per cent. The number of visitors from abroad accounted for 60 per cent of the total turnout. Almost two thirds of the visitors hold decision-making positions at their companies, in management, research and development, design, production and quality control. ProSweets Cologne registered, in addition to the trade visitors from Germany, a very good turnout particularly from the Netherlands, Belgium, Turkey, Switzerland and the UK.



ProSweets Cologne
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There was also a strong turnout of trade visitors from Eastern Europe and the Middle East.

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ProSweets Cologne was a trade fair for decision-makers. In an initial survey, almost 70 per cent of the visitors described themselves as decision-makers with regard to purchasing or as participants in purchasing and procurement decisions. As a result, there was high praise above all for the visitors' decision-making power and international scope. "The decision-makers really turned out for this event — and from all over the world. We established contacts with customers from Arab countries, Eastern Europe and East Asia," said a spokesperson for an international supplier of confectionery machinery.

A total of 334 exhibiting companies from 33 countries registered for the trade fair — an increase of two per cent compared to the previous event. The event also featured an even more international exhibitor turnout, with the number of exhibiting companies from abroad increasing to over 60 per cent (198 suppliers from abroad).

Thanks to registrations by first-time exhibitors and many requests by returning exhibitors for larger stand spaces, the total occupied exhibition space at ProSweets Cologne increased by over ten per cent, not least because the companies presented a considerably larger number of machines and systems at the exhibition centre. "The trade fair's going great for us. We're really very satisfied. Our concept for presenting a production process from start to finish in Cologne is a big hit. The customers are giving us very positive feedback, and ProSweets Cologne is exactly the right platform for this concept," said a very pleased company spokesperson.

In addition to the process technology, packaging technology and packaging segments, ProSweets Cologne also achieved a long term further development of the raw materials/ingredients segment. Compared to the previous event, there was a significant increase in the number of participating companies in this segment and the space occupied by it.

Lots of interest was generated by the ProSweets Cologne supporting programme, which started with the Robotik-Pack-Line special show. With the help of robot-supported automation, the show featured new comprehensive

and detailed solutions for critical points in the packaging of confectionery. The ProSweets Cologne Conference on Ingredients took place on the third day of the trade fair, presented in cooperation with Herbertz Dairy Food Service. The conference focused on stevia and milk and whey products, addressing the potential they offer for innovation in confectionery production. The DLG Forum and the theme “Sensory in the Confectionery Production” also attracted many participants.

The most important trends at ProSweets Cologne 2012: The theme “Clean Label” continued to be a high priority for suppliers of food colourings and aromas. This is summed up by one supplier’s slogan — “Garten der Farben” (Garden of Colours). Stevia, the new sweetening agent, is also completely in harmony with this trend. Basically, four equally important trends can be seen among the machinery and plant suppliers. These are the utilization of all technical options for improving quality, food safety and environmental compatibility, and the automation of both simple and complex processes. Robots are also taking on an ever-greater role in the confectionery production area, not least because of their flexibility, which makes them suitable for use in smaller companies. It is noticeable that confectionery is often packed in more complicated packaging, and not just for reasons concerned with quality. As a result, the balance between an optically appealing exterior, perfect quality and environmental compatibility requires special efforts — starting with the printing inks used and encompassing a wide range of technologies such as the use of ultrasound and of packaging foils made from biopolymers.

ISM — the International Sweets and Biscuits Fair in Cologne, which took place in parallel with ProSweets, was also a great success. It attracted 35,000 trade visitors from 135 countries and 1,412 suppliers from 65 countries, underlining the event’s importance as the world’s leading trading hub for confectionery and snack items.

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).

ProSweets Cologne 2012 in figures:

A total of 334 companies from 33 countries, 60 per cent of which came from abroad, participated in ProSweets Cologne 2012, occupying a gross exhibition space of 20,000 m². The participants included 134 exhibitors and 4 additionally represented companies from Germany as well as 196 exhibitors from abroad. Including estimates for the last day of the fair, ProSweets attracted around 17,000 trade visitors from 96 countries, 10,200 of them from outside Germany.

ProSweets Cologne
The international supplier fair for the confectionery industry
27th to 30th January 2013