

No. 7 / Cologne, 30th January 2013

Final Report

## **ProSweets Cologne confirms its position as the leading supplier fair for the confectionery industry**

**Slight increase in the number of visitors**

**Sector uses synergies with ISM, which took place in parallel**

**ProSweets Cologne has strengthened its position as the leading supplier fair for the confectionery industry. By the time the trade fair came to a close on 30th January 2013, Koelnmesse had welcomed more than 17,000 visitors from almost 100 countries to the event. This represents an increase of almost five percent on the previous event, and the number of visitors has more than doubled since ProSweets Cologne made its debut in 2006. The number of exhibitors remained stable at 325 companies from 30 countries. More than 60 per cent of the exhibitors came from outside Germany. The range of products covered all of the sector's segments: raw materials and other ingredients, confectionery packaging and packaging technology, machines and equipment for the confectionery industry, and products for food safety and quality management. "With ProSweets Cologne, we are providing a platform that enables confectionery industry suppliers to do business very efficiently," says Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "Through the synergies with the International Sweets and Biscuits Fair, which is held in parallel, we have created a globally unique communication forum for the sector here in Cologne."**

ProSweets Cologne has become a "don't miss" event for trade visitors from all over the world. This is confirmed by the results of Koelnmesse's visitor survey. It shows that almost two thirds of the visitors surveyed hold management positions at their companies, or work in the areas of research and development, design, production or quality assurance. More than two-thirds of the respondents are also involved in purchasing and procurement decisions. At around 65 per cent, a much higher share of the visitors came from abroad than



ProSweets Cologne  
27.1.- 30.1.2013

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in 2012.

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The trade fair's biggest segment is traditionally the machines and equipment area. Several exhibitors increased their stand areas this year in order to present their products in an appropriate setting. An impressive array of new products and solutions was also on display in the segments for packaging machinery and raw materials and ingredients, as well as in secondary areas such as refrigeration and air-conditioning technology. For the first time, ProSweets had a separate area for packaging materials. In 2013 one of the fair's highlights was once again the "Robotik-Pack-Line" (robot packaging line). The special show demonstrated the use of robots and automation technology in a fully automatic snack packaging line. A live demonstration showed visitors how a handy-sized snack is produced in next to no time.

ProSweets Cologne helped the trade visitors obtain information and communicate with one another in many ways. For example, many of the speeches and presentations of the supporting programme's Speaker's Corner were held in Hall 10.1. The offers were rounded off by the 3rd ProSweets Cologne Conference on Ingredients in Congress Centre East, which provided additional momentum for the sector.

The open ideas workshop FutureLab 2013 celebrated its premiere this year. At the event, students of the Köln International School of Design (KISD) showed their visionary concepts for tomorrow's packaging, displays and products. Exhibitors and visitors of ProSweets Cologne were able to suggest topics for the event in the run-up to the fair.

The three main pillars of ProSweets Cologne 2013 were technology for the production of confectionery and fine baked goods; ingredients; and packaging and the associated packaging materials. The most striking technological developments were the many improved and enhanced versions of established processes and procedures. The main driving forces here were the need to save energy in the production processes, which are often very energy-intensive, as well as the further improvement and standardization of product quality. These two objectives often go hand in hand with further automation measures. As a result, more and more robots are now also being used in the confectionery and baked goods industries.

Major trends in the area of ingredients were naturalness and clean labels. The focus was on natural colours and food colourings, because they play a dominant role in confectionery. Another focus was on aromas and sweeteners that meet all of the customers' needs.

What's more, unusual packaging is very important for confectionery and fine baked goods because these products are often used as gifts or to decorate tables. The exhibitors at ProSweets Cologne also offered a broad range of new developments in this area. The packaging involved is not only attractive and valuable looking, but ensures products retain their high quality.

The International Sweets and Biscuits Fair (ISM), which was held in parallel with ProSweets Cologne, was also a big success. By the time ISM came to a close, Koelnmesse had registered more than 35,000 visitors from approximately 150 countries. A total of 1,402 exhibitors from 67 countries presented confectionery and snack items from all over the world. Thanks to ISM and ProSweets, Cologne is the undisputed hub of the global confectionery industry.

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 2013 in figures:**

A total of 325 companies from 30 countries took part in ProSweets Cologne 2013, with 63 per cent of the companies coming from outside Germany. The trade fair occupied a gross exhibition space of 21,000 m<sup>2</sup>. The participants included 124 exhibitors and 1 additionally represented company from Germany as well as 200 exhibitors from abroad. Including estimates for the last day of the fair, ProSweets Cologne 2013 attracted more than 17,000 trade visitors from almost 100 countries, approximately 11,000 of whom came from abroad.

#### **Next dates:**

**ProSweets Cologne**  
**27th to 28th January 2014**

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**ProSweets Cologne**  
**The International Supplier Fair for the Confectionery Industry**  
**1st to 4th February 2015**