

No. 8 / Cologne, April 2015

Final report

ProSweets Cologne: The business platform for the supplier and confectionary industry

Once again strong attendance domestically and internationally

The international supplier fair for the confectionary industry highlights its function and top position

ProSweets Cologne once again shows its important function as a supplier fair and information platform for the sweets and snacks industry. Over 17,000 trade visitors from 127 countries were counted from 1 to 4 February 2015. The share of foreign visitors was 61 percent. "For the supplying companies of the confectionary industry, ProSweets Cologne is the central international business platform", emphasized Katharina C. Hamma, Managing Director of Koelnmesse GmbH. "In conjunction with the world's leading International Sweets and Biscuits Fair ISM, ProSweets Cologne offers incomparable synergy". ProSweets Cologne impressed with its wide range of topics, which was showcased by a competent and internationally leading field of participants. 328 providers from 33 countries presented new solutions and further developments for recipes, production and packaging of sweets and snacks. The exhibitors' range was domestically and internationally diverse, decisively covering the entire supply range.

The quality of the trade visitors was expressly highlighted by all exhibitors of the fair. Alongside production managers from leading companies, numerous medium-sized and smaller companies also came to get informed, as they are themselves making decisions regarding further investments in their companies. "ProSweets Cologne unquestionably represents a constant for the confectionary industry", an exhibitor confirmed. Experts in research, development, construction and quality management also made their way to Cologne to speak directly with the exhibitors about current developments. The



ProSweets Cologne
01.-04.02.2015

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decision-making level of the visitors was generally high: According to surveys, around 70 percent declared themselves as deciding or co-deciding.

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The International Sweets and Biscuits Fair ISM, taking place in parallel, finished with an increase in visitors. By the end of the fair, Koelnmesse recorded around 37,000 visitors from 141 countries. 1,513 exhibitors from 65 countries presented sweets and snacks from all over the world.

In conjunction with ISM, the International Sweets and Biscuits Fair Cologne, ProSweets Cologne covers the entire value chain in confectionery production – an internationally unique constellation. ProSweets Cologne is sponsored by the Federal Association of the German Confectionery Industry (BDSI), Sweets Global Network e.V. (SG), the German Agricultural Society (DLG e.V.) and the Central College of the German Confectionery Industry (ZDS).

ProSweets Cologne 2015 in numbers:

328 companies from 33 countries participated at ProSweets Cologne 2015, 63 percent of which were from abroad. A gross exhibition surface area of 21,000 m² was occupied. This included 121 exhibitors and 2 additionally represented companies from Germany as well as 202 exhibitors and 3 additionally represented companies from abroad. Including estimates for the last day of the fair, over 17,000 guests from 127 countries were represented at ProSweets Cologne 2015, 61 percent of which were from abroad.

**The next ProSweets Cologne will take place
31 January to 3 February 2016**

The 46th ISM will take place in parallel.

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

Koelnmesse - Global Competence in Food: Koelnmesse is an international leader in organising food fairs and events related to the food and drinks processing. Fairs like Anuga, the International Sweets and Biscuits Fair (ISM) and Anuga FoodTec are established world-leading fairs. Koelnmesse organises food fairs with different focuses and contents not only in Cologne, but also in further growth markets around the globe, i.e. in Brazil, China, India, Thailand, Turkey and the United Arab Emirates. With these global activities, Koelnmesse offers its customers tailor-made events in different 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**