

No. 6/ hac/ 3 February 2016, Cologne

Final Report

## ProSweets Cologne: Strong appearance by the supplier industry

Increase in attendance and a high share of decision-makers

Exhibitors report about consistently good discussions

Rise in attendance at ISM too

**Positive result down the line for the 8th ProSweets for the 336 exhibitors. Around 17,600 trade visitors were registered over the course of the four days of the fair, which corresponds to a 4 percent increase in the number of visitors. The share of foreign visitors was approx, 65 percent. As such, ProSweets Cologne also continued writing its success story concerning the positive development of the attendance figures. The number of exhibitors also increased slightly in 2016 compared to the previous year. "Here in Cologne, the supplier industry finds ideal conditions which enable them to present their new technologies and applicationshem to the innovative, investment-happy sweets and snacks manufacturers," said Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH, when the trade fair came to a close. "The fact that the show is held parallel to ISM, offers the exhibitors of ProSweets Cologne the direct contact to customers from all over the world and thus unique synergies. This combination in the direct vicinity of their most important industry event also offers the ISM exhibitors significant added value," remarked Bastian Fassin, Managing Partner of Katjes Fassin GmbH, on behalf of the ISM exhibitors.**

From the view of the ProSweets Cologne exhibitors, above all the quality of the visitors was of central importance for the success of the trade fair. The once again increased share of decision-makers from the management floors and production departments enabled top level discussions to be held. 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



ProSweets Cologne  
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Headquarters and place of jurisdiction:  
Cologne  
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their companies. The fact that ISM was held simultaneously led to the expert dialogues being particularly intensive and target-oriented.

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In the scope of the trade visitor surveys that were carried out at the trade fair, already 62 percent of the respondents confirmed that they intend to visit ProSweets Cologne again in 2017. Furthermore, 92 percent would recommend a close business acquaintance to visit the trade fair. Over 80 percent of the visitors were either satisfied or very satisfied with their visit to ProSweets Cologne.

At 65 percent, the share of foreign visitors remained at a constantly high level. There were slight increases in the number of visitors from non-European countries. Once again, the highest numbers of visitors were registered from the neighbouring European countries.

Popular themes included flexible machines that can be adapted to changed recipes and demands as a result of their fast set-up options. Individualised shapes and packaging are of great significance within the sweets and snacks industry and this was also reflected at ProSweets Cologne. Natural ingredients continue to play a major role in the production. In order to increase the effectiveness and capacity utilisation of the machines, the speeds in the production and packaging areas are being further increased.

The International Sweets and Biscuits Fair, ISM, that was held parallel, also closed with an increase in visitors. Around 38,000 visitors from 146 countries attended the trade fair, four percent more than in the previous year. ISM also recorded growth in the number of exhibitors:

1,601 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 industrial value chain in sweets production – an internationally unique constellation. ProSweets Cologne is sponsored by the Federal Association of the German Sweets Industry (BDSI), Sweets Global Network e.V. (SG), the German Agricultural Society (DLG e.V.) and the Central College of the German Sweets Industry (ZDS).

#### **ProSweets Cologne 2016 in numbers:**

336 companies from 34 countries participated at ProSweets Cologne 2016, 67 percent of which were from abroad. The trade fair covered a gross exhibition space of 21,000 m<sup>2</sup>. These included 106 exhibitors and 6 additionally represented companies from

Germany as well as 222 exhibitors and 2 additionally represented companies from abroad. Including estimates for the last day of the fair, ProSweets Cologne 2016 attracted more than 17,600 trade visitors from around 100 countries, 65 percent of whom came from abroad.

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**The next ProSweets Cologne,  
the international supplier fair for the sweets and snacks industry,  
is scheduled to take place from 29 January to 1 February 2017.**

**The 47<sup>th</sup> edition of ISM, the world's largest trade fair for sweets and snacks, will be staged parallel.**

**More information can be found at: [www.prosweets-cologne.com](http://www.prosweets-cologne.com)  
[www.ism-cologne.com](http://www.ism-cologne.com)**

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**Note for editorial offices:**

ProSweets Cologne photos are available in our image database on the Internet at <http://www.prosweets-cologne.com> in the "Press" section.  
Press information is available at: [www.prosweets-cologne.com/pressinformation](http://www.prosweets-cologne.com/pressinformation)

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**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey, in the United States and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

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<http://www.global-competence.net/food/>

**Next dates:**

**Dairy Industry Conference**  
18.02.-20.02.2016, Karnal, Haryana, India

**Wine & Gourmet Japan**  
13.-15.04.2016 in Tokyo

**ANUFOOD Eurasia – powered by Anuga**  
14.-16.04.2016 in Istanbul

**THAIFEX – World of Food Asia**  
25.-29.05.2016, Bangkok, Thailand