

No.9 / hac/ 1. February 2017, Cologne

Final Report

ProSweets Cologne 2017: Competent and informative

Trade fair convinces with 17,000 trade visitors from over 100 countries

Central platform for solutions in the production and packing sector - parallel to ISM in Cologne

ProSweets Cologne has once again confirmed its significance as the international supplier fair for the sweets and snacks industry. 17,000 trade visitors from over 100 countries were registered this year. This corresponds to a comparable result as that of the previous year. At around 65 percent, the share of foreign visitors was once again also at a very high level. "With its focus on the needs of the innovative industry, ProSweets Cologne also competently satisfied the demand again this year. The 211 exhibitors of the trade fair reported that the contacts were excellent and plenty of orders were placed. They expressly praised the high decision-making competence of the discussion partners," commented Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH. Last, but not least boasting 1,647 exhibitors, ISM, the world's largest trade fair for sweets and snacks that was held parallel, secured ProSweets Cologne a reliable potential in interested visitors. "Many customers are exhibitors of ISM, who parallel to their trade discussions, also took advantage of the opportunity to meet up with the supplier industry," added Hamma.

ProSweets Cologne has in the meantime become a "must-attend" event for trade visitors from all over the world. The fact that the fair is held parallel to ISM and the awareness within the industry and trade that they can inform themselves comprehensively about all themes of the sweets and snack production value chain at one location in one go, was decisive for the good result again.

Almost one third of the visitors were experts from the production and manufacturing sectors of the sweets and snacks industry. The interest from the development and construction, marketing and buying sections was very strong as usual.

According to the exhibitors the quality of the visitors was excellent. The contact persons were either members of the management or held the corresponding executive position as the responsible expert buyers. This was also confirmed by Koelnmesse's visitor survey. It showed that almost two thirds of the visitors surveyed



ProSweets Cologne
29.01.-01.02.2017
www.prosweets-cologne.com

Your contact:
Christine Hackmann
Tel.
+49 221 821-2288
Fax
+49 221 821-3544
E-mail
c.hackmann@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse
(President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

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.

ISM, the world's largest trade fair for sweets and snacks, which is held parallel, had also achieved very good results comparable with the previous year level, when it closed its doors. Almost 38,000 trade visitors from over 140 countries were registered. 1,647 exhibitors from 68 countries took part in ISM 2017.

Together with ISM, ProSweets Cologne covers the entire value chain of the production and sales of sweets and snacks at the same time and place - a worldwide unique constellation.

The industry sponsors of ProSweets Cologne are 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 2017 in numbers:

211 companies from 36 countries participated at ProSweets Cologne 2017, 65 percent of which were from abroad. The trade fair covered a gross exhibition space of 12,000 m². The participants included 73 exhibitors from Germany and 137 exhibitors as well as 1 additionally represented company from abroad. Including estimates for the last day of the fair, ProSweets Cologne 2017 attracted more than 17,000 trade visitors from around 100 countries, 65 percent of whom came from abroad.

**The next ProSweets Cologne,
the international supplier fair for the sweets and snacks industry,
is scheduled to take place from 28 to 31 January 2018.**

**The 48th 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
www.ism-cologne.com

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. 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.

Page
3/3

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

IIDE International Dairy Expo, Mumbai, India, 16.-18.02.2017

ProFood Tech, Chicago, Illinois, USA, 04.-06.04.2017

Eu'Vend & coffeena, Cologne, Germany, 27.-29.04.2017

Note for editorial offices:

ProSweets Cologne photos are available in our image database on the Internet at <http://www.prosweets.com> in the "Press" section.

Press information is available at: <http://www.prosweets.com/Pressinformation>

If you reprint this document, please send us a sample copy.

Your contact:

Christine Hackmann

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2288

Fax +49 221 821-3544

c.hackmann@koelnmesse.de

www.koelnmesse.com