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ProSweets Cologne to take place for the third time



ProSweets Cologne: Good prospects for 2009

Supplier fair in parallel to ISM in Cologne

ProSweets Cologne will be taking place for the third time, and the trade fair is once again generating increased interest on the part of exhibitors. In all product segments, the fair will feature not only returning exhibitors but also numerous companies that will be exhibiting for the first time; more than 200 suppliers have already registered. For the first time the trade fair will take place entirely in parallel to ISM, the International Sweets and Biscuits Fair in Cologne (from 1st to 4th February 2009). And, as in 2006 and 2007, the focus will be on the entire spectrum of suppliers offering products for the production, processing and packaging of confectionery products. The fair encompasses the product segments ingredients (raw materials and other ingredients), confectionery packaging and packaging technology, machines and plants for the confectionery industry, and secondary segments such as food safety and quality management.

In connection with the "early bird" discount offer, which was in effect until 31st May 2008, a very large number of registrations was received for the 2009 fair, once again confirming that the event continues to grow. The official registration deadline for ProSweets Cologne is 15th September 2008.

A total of 289 suppliers from 26 countries presented their products and services at the last ProSweets Cologne, which took place in January 2007. About 10,700 trade visitors, including 6,500 from abroad, took advantage of the opportunity to gather specific, sector-focused information. In 2009 the synergy effects realized with ISM will be even greater thanks to the completely parallel dates of the two fairs.

ProSweets Cologne
1.-4.2.2009

www.prosweets-cologne.de

Contact:
Volker De Cloedt
Tel.
+ 49 221 821-2960
Fax
+ 49 221 821-3285
E-mail
v.decloedt@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

Management:
Gerald Böse
(Chief Executive Officer)
Wolfgang Kranz
Oliver P. Kuhrt
Herbert Marner
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

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

Complementing the range of products and services will be the fair's supporting programme, which will generate further momentum. The design workshop organised in cooperation with Berlin company Berndt & Partner, for example, will once again offer expert advice and assistance with packaging development. Under the title "Packaging Experience", trade visitors will be able to better understand the impact packaging has and how it is perceived. ProSweets Cologne also will present a special show focusing on ingredients, with a "healthy fruits" theme. The four partners of ProSweets Cologne will once again be taking part in a presentation forum on all trade fair days.

At ProSweets Cologne and the leading trade fair ISM, Koelnmesse presents the confectionery industry's entire value chain at one trade fair location, from individual raw ingredients and process and packaging technology to the packaging itself and the product ready for retail sale. The conceptual sponsors of ProSweets 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
International Supplier Trade Fair for the Confectionery Industry
1st to 4th February 2009