

The international supplier fair for
the sweets and snacks industry



28.01.–31.01.2018

FACTS AND FIGURES

It is the only trade fair of its kind worldwide - staged annually ProSweets Cologne offers the complete range of supplies for the sweets and snacks industry: from innovative ingredients, to pioneering packing solutions, through to optimised production technologies.

In effective conjunction with ISM, the world's leading trade fair for sweets and snacks, ProSweets Cologne covers the entire value chain of the industry. From 28.01. to 31.01.2018 it will once again place the industry's focus on Cologne.

SPONSORS

- > Bundesverband der Deutschen Süßwarenindustrie e.V. (BDSI)
- > DLG e.V.
- > Sweets Global Network e.V. (SG)
- > Zentralfachschule der Deutschen Süßwarenwirtschaft e.V. (ZDS)

VISITOR TARGET GROUPS

- > Decision-makers from the international sweets and snacks industry (managing directors, buyers, production managers, quality and IT managers)
- > Product developers
- > Packaging designers
- > Decision-makers from the food retail trade



EXHIBITORS: **67%** from abroad, 36 countries incl.



90.4% would recommend a partner company to participate

73% say that ProSweets Cologne is particularly interesting, because of its unique focus on the sweets and snacks industry and because it is staged parallel to ISM

80.1% of the visitors are (very) satisfied with the exhibition range

VISITORS: **65%** from abroad, 131 countries



OCCUPATIONAL STATUS



TOP 10 COUNTRIES

- | | |
|--------------------|------------|
| 1. The Netherlands | 6. France |
| 2. Italy | 7. Poland |
| 3. Switzerland | 8. Austria |
| 4. Great Britain | 9. Turkey |
| 5. Belgium | 10. Spain |

PRODUCT SECTIONS*



* Multiple answers are possible

84%

are (decisively) involved in procurement/purchasing decisions

34.6% +2.7% compared to the previous year

decisively

28.8%

have co-responsibility

20.8%

in an advisory capacity

Around one third state their concrete aim of visiting the trade fair is placing orders or preparations for placing orders after the fair.

85%

find ProSweets Cologne just as good or (much) better than the most important rival trade fairs

88.3%

say the fact that ProSweets Cologne and ISM are staged concurrently is a good incentive for visiting the trade fair

92.5%

would recommend a good business friend to visit ProSweets Cologne (+1.1% compared to the previous year)