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#prosweetscologne

ProSweets Cologne: Concept of the focused trade fair parallel to ISM continues to convince

Significant increase in the number of visitors

Technology, ingredients and technologies for the sweets and snacks of tomorrow

"Sweets and snacks manufacturers need a strong and innovative supplier industry," stated Katharina C. Hamma, Chief Operating Officer of Koelnmesse, at the close of ProSweets Cologne. "Against this background, ProSweets 2018 clearly demonstrated its expertise and significance as a central information and procurement platform for the industry." For four whole days, the trade fair was dedicated to the themes raw materials and ingredients, sweets packaging and packaging technology, machines and systems as well as secondary areas, such as food safety or quality management. Attracting over 20,000 trade visitors, ProSweets Cologne recorded a significant increase in the number of visitors compared to previous events. Particularly the number of foreign trade visitors increased. As always, ProSweets Cologne profited from the synergies of ISM, the world's largest fair for sweets and snacks, which was held parallel with 1,656 exhibiting companies. In principle, the quality of the trade visitors and discussions convinced the 325 exhibitors of ProSweets Cologne 2018.

Once again in 2018, ProSweets Cologne also presented the wide range of themes that are significant in the pre-stages, production and packing sectors. In addition to the leading suppliers from the supplier industry, numerous smaller and medium-sized companies were also represented at the trade fair. After the successful outcome of the trade fair in 2018, over 80 percent of the exhibitors already definitely plan to return in 2019.

The changes to formulas, presentation forms and packing that is strived for by the consumer-oriented industry dominated the discussions at the stands as well as the lectures on the event programme. Multisensory technology, the relationship between the individual ingredients, the influence of alternative sweeteners on the overall recipe, but also issues regarding food safety were addressed in detail. Machine and technological optimisations, resource efficiency as well as solutions for providing transparency along the supply chain met with great interest among the trade visitors.

The trade visitors comprised of executives of the companies as well as employees from the research, development and construction departments. According to a survey, they had great influence on the procurement and buying decisions within



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www.prosweets-cologne.com

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their companies, an impression that was also conveyed by the exhibitors. "We held discussions with highly-qualified specialists, who were contemplating investments and the expansion of existing machinery," commented one large machine manufacturer.

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The interest in the theme packing, which was additionally featured in the "Packaging - Function meets Design" special event this year, was very high. The theme ingredients also proved to be of ongoing interest. For example the guided tours of the DLG entitled "Reformulation" were once more very well-attended.

In general, it is not only the exhibitors of ISM, who intensively make use of the information and networking offer of ProSweets Cologne. Top visitors from other companies, both from home and abroad, were registered in high numbers as well.

ISM, which was held parallel to ProSweets Cologne, also achieved very good results. 37,500 trade visitors from 144 countries were registered. 1,656 exhibitors from 73 countries took part in ISM 2018.

The concepts of ISM and ProSweets Cologne complement each other perfectly. Together they cover the entire value chain from the raw materials, production and packing, through to ready-for-sale products. This trade fair duo has been very successful since 2006.

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 2018 in figures:

325 companies from 33 countries participated at ProSweets Cologne 2018, 67 percent of which were from abroad. Overall, the trade fair covered a gross exhibition space of 21,000 m². These included 107 exhibitors from Germany and 218 exhibitors from abroad. Including estimates for the last day of the fair, ProSweets Cologne 2016 attracted over 20,000 trade visitors from around 100 countries, 70 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 27 to 30 January 2019.

The 49th edition of ISM, the world's largest trade fair for sweets and snacks, will be staged parallel.

Further information is available 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 beverage 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, Colombia, India, Italy, 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.

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

The next events:

Anuga FoodTec - the international supplier fair for the food and drink industry,
Cologne 20.03. - 23.03.2018

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar
Exhibition & Conference, Tokyo 11.04. - 13.04.2018

THAIFEX - World of Food Asia - International Trade-Exhibition for Food & Beverages,
Food Technology and Retail & Franchise in Asia, Bangkok 29.05. - 02.06.2018

Note for editorial offices:

ProSweets Cologne photos are available in our image database at www.prosweets-cologne.com in the "Press" section. Press information is available at <http://www.prosweets-cologne.com/Pressinformation>

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