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#prosweetscologne

Largest ProSweets Cologne of all time with a new record attendance

The international supplier fair for the sweets and snacks industry with a wide diversity of themes and new technologies on the pulse of time

As the international supplier fair and international platform for the sweets and snacks industry, ProSweets Cologne convinced across the board. Over 21,000 trade visitors (plus 5 percent compared to 2018) from over 100 countries were counted from 27 to 30 January 2019. Overall, 343 providers (plus 5 percent compared to 2018) from 34 countries presented new solutions and further developments for recipes, production and packing of sweets and snacks. The exhibitors' range was domestically and internationally diverse, decisively covering the entire supply range. "For the suppliers of the sweets industry, ProSweets Cologne is the central, international business platform. With new customising technologies, innovative and sustainable packing solutions as well as new developments regarding digital networking in the production sector, the industry demonstrated that it is on the pulse of time," explained Anne Schumacher, Nutrition and Nutrition Technology Vice President at Koelnmesse. "The trade's interest in the trade fair has also significantly increased. The value chain is growing more closely together as a result. The interplay between the world's leading sweets trade fair ISM and ProSweets Cologne is a unique constellation and offers incomparable synergies."

ProSweets Cologne impressed with its manifold and totally topical range of topics, which was showcased by a competent and internationally leading field of participants. From the view of the ProSweets Cologne exhibitors, above all the good quality of the visitors was of central importance for the success of the trade fair. It was reported that not only the contacts were high-quality, but for some of the exhibitors they also led to contracts being transacted. 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 their companies. Eight of the top 10 sweets manufacturers attended the trade fair.

The fact that ISM was held simultaneously led to the expert dialogues being particularly intensive and target-oriented. Surveys carried out at the trade fair showed that the sweets industry considers the supplier industry to be an important partner, especially in terms of the themes innovations and future-looking solutions.

Future-oriented themes



ProSweets Cologne
27.01. - 30.01.2019
www.prosweets-cologne.com

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The trade fair's biggest segment is traditionally the "Machines and Equipment" section. An impressive array of new products and solutions also made a convincing impact in the segments "Packaging machinery", "Raw materials and ingredients", as well as secondary sections such as "Analytics and Food Safety". Beyond this, themes such as smart and flexible machines that can be adapted to changed recipes and demands as a result of their fast set-up options and which enable automated cleaning and maintenance also played an important role. Individualised shapes and packaging are of great significance within the sweets and snacks industry and this was also reflected at ProSweets Cologne. The visitors were able to inform themselves about the 3D recording of forms, the latest hot sealing technologies, biodegradable packing materials as well as new methods for the processing of sensitive raw materials. The wide range of themes was evidently convincing because just under 90 percent of the trade visitors from Germany and over 90 percent from abroad would recommend ProSweets Cologne to a business acquaintance. Over 70% of the people interviewed already plan to visit the next ProSweets Cologne in 2020.

Specialised event programme and special events

The themes reformulation and packing were the focus of the special events and lecture programme. The special event INGREDIENTS presented solutions and current trends involving the reduction of fat, sugar and salt as well as vegetarian or vegan diets were addressed and thematised in presentations and at the exhibitions stands. The guided tours of the DLG (German Agricultural Society) that offered intensive insights into the theme reformulation were also very well-attended. The Packaging special event aroused high interest too. The experts from the partners, the Fraunhofer Institute, LSD GmbH and PACOON GmbH lectured on themes such as virtual supermarkets, safe networked systems or new sustainable packing concepts.

ISM Packaging Award

The visitors were able to examine the most innovative packing in the scope of the New Product Showcase of ISM. The winner of this year's ISM Packaging Award powered by ProSweets Cologne at this special event was: Chocal Aluminiumverpackungen GmbH from Germany for Chocal paper packaging.

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 2019 in numbers:

343 companies from 34 countries participated at ProSweets Cologne 2019, 66 percent of which were from abroad. Overall, the trade fair covered a gross exhibition space of 21,000 m². These included 116 exhibitors from Germany and 227 exhibitors from abroad. Including estimates for the last day of the fair, ProSweets Cologne 2019 attracted over 21,000 trade visitors from over 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 2 to 5 February 2020.

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The 50th edition of ISM, the world's largest trade fair for sweets and snacks, will be staged parallel.

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.

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

The next events:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, Sao Paulo 12.03. - 14.03.2019

ProFood Tech - THE Processing Event for Food & Beverage, Chicago 26.03. - 28.03.2019

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 03.04. - 05.04.2019

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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