

No. 11 / January 2019, Cologne  
#ISM

## ISM 2019 extends its function as the industry's global meeting point

**The world's largest trade fair for sweets and snacks shines out with top level internationality**

After three successful trade fair days, ISM came to an end on 30 January 2019 with a very good result. Over 38,000 trade visitors from over 140 countries experienced a host of new products and an attractive event programme at the world's largest trade fair for sweets and snacks. With a foreign share of over 70 percent, ISM achieved an upward trend in the development of the international trade visitors. 1,661 exhibitors from 76 countries (previous year: 1,656 exhibitors from 73 countries) presented a comprehensive range of exhibits and used the trade fair to present their new products. ISM was able to slightly increase its level of internationality again up to 87 percent. "Once again in these difficult times, ISM confirmed its international standing as the industry's most important business platform once again in 2019. Not only the stable, high key figures corroborate this, but also the high level of quality of the exhibitors and visitors," summed up Gerald Böse, President and Chief Executive Officer of Koelnmesse. Bastian Fassin, Chairman of the International Sweets and Biscuits Fair Task Force (AISM) added: "We also set benchmarks regarding the quality of the offer in the worldwide comparison." The professionals from the sweets and snacks sector cannot find so many existing and new products of high-quality leading brand manufacturers, small and medium-sized companies as well as start-ups anywhere else than in Cologne. "The top buyers and decision-makers of the industry selected used ISM as the platform for their orders or for establishing new business contacts.

According to exhibitors, the quality of the trade guests at ISM was consistently high. This is also confirmed by the visitor questionnaires as well as registration details. Top purchasers again came from abroad from large trading companies and importers. The German trade was also represented in its entirety once again. Of the top 20 international food retailers, 18 were on-site. Furthermore, the growing significance in the online trade was reflected by the participation of numerous top e-commerce companies at the trade fair. Among others, Aeon, Ahold, Amazon, Aldi, Carrefour, Coop, Costco, Edeka, E. Leclerc, El Corte Inglés, ITM, Kaufhof, Kaufland, Kroger, Metro, Migros, REWE, Target, Tesco, TJX, Walgreens, Walmart und Whole Foods attended the trade fair.

ISM recorded significant growths in the number of trade visitors from East European and the Baltic countries, South Europe and North America.



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## Trends and innovations

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"Custom-made products for individual consumer were under focus at this year's ISM. Hereby the manufacturers took into account the consumers' growing need for a healthier and more sustainability-conscious diet. In addition to vegetarian and vegan as well as gluten-free and lactose-free offers, products with vegetable-based proteins, natural ingredients and sustainably grown raw materials are among the most important trends of the trade fair. A range of sugar-free/sugar-reduced and fat or salt-reduced sweets and snacks were exhibited at ISM as well.

The top three innovations of the "New Product Showcase" were distinguished again this year. The winners are: 1. HPW with the Fruit Roll-up from Switzerland, 2. Katjes Fassin GmbH & Co. KG with the Hemptastic Hemp Bar from Germany as well as 3. Roelli Roelli Confectionery with Roelli Roelli Swiss Cannabis Gum from Switzerland.

In addition to the best innovations, the most innovative packaging of the special event was also distinguished - ISM Packaging Award powered by ProSweets Cologne. The winners is: Chocal Aluminiumverpackungen GmbH from Germany for Chocal paper packaging.

## ISM Award

For the sixth time, the ISM Award was presented to honour outstanding achievements in the sweets and snacks industry. The award-winner in 2019 is Prof. Dr. Hermann Bühlbecker, the sole shareholder of the Lambertz Group, was presented with the award in the scope of a festive evening.

## New products went down well

The Hall 5.2 impressed with a new look and fresh contents. Here, the visitors had the opportunity this year to examine the more recent sections "New Snacks", "the Cologne Coffee Forum" and the Trend Court@ISM bundled in one location. On the Trend Court@ISM everything revolved around innovations, current themes and future developments. Not only the special area of Innova Market Insights, which presented the latest trends and developments of the industry was well-attended, but also the lectures of the Expert Stage. Furthermore, in the Trend Court@ISM, 17 companies that were founded no longer than five years ago, presented their innovations in the Start-up Area in the form of brief pitches on the Expert Stage.

In the new Hall 3.1, interesting market leaders from abroad as well as country pavilions awaited the trade visitors. The Sweet Kitchen@ISM with the live production of sweets and sampling went down well with the visitors.

## ISM 2019 in figures:

1,661 suppliers from 76 countries, 87 per cent of whom came from abroad, exhibited at ISM 2019 on exhibition space covering 120,000 m<sup>2</sup>. These included 210 exhibitors from Germany and 1,451 exhibitors from abroad. Over 38,000 trade visitors from over 140 countries attended ISM 2019, the foreign proportion over 70 percent.

In 2020 ISM will be celebrating an anniversary. The 50th ISM is scheduled to take place from 2 to 5 February 2020.

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ProSweets Cologne, the international supplier fair for the sweets and snacks industry, will once again be held parallel to ISM 2020.

#### **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:**

ISM photos are available in our image database at [www.ism-cologne.com](http://www.ism-cologne.com) in the "Press" section. Press information is available at [www.ism-cologne.com/](http://www.ism-cologne.com/)

#### **Pressinformation**

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