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Final Report

ISM 2016: Strong trade fair and a 4 percent increase in attendance

Around 38,500 trade visitors from 146 countries

High quality of visitors and intensive discussions, good follow-up business expected

Good results for the supplier fair ProSweets Cologne too

ISM, the world's largest trade fair for sweets and snacks, was able to record more visitors again this year. Around 38,500 trade visitors from 146 countries attended, of whom 67 percent were from abroad. This corresponds to a 4 percent increase in attendance compared to the previous year. However, the good outcome of the trade fair was not only confirmed by the attendance figures. Once again, particularly the quality of the trade visitors was highlighted by the exhibitors. "The positive development of the trade fair over the past years is ongoing and is clearly reflected by both the growth in the number of exhibitors and by the rising attendance figures," summed up Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH. 1,601 exhibitors from 65 countries presented at ISM 2016, which corresponds to 4.5 percent more exhibitors than in 2015. The increased presence of important market leaders also contributed towards the positive prevailing mood at ISM. "Once again, the entire domestic and international trade was represented on-site." What's more, by people of high decision-making competence," is how Bastian Fassin, Chairman of the International Sweets and Biscuits Fair task force (AISM), summarised the results. "As a result of ProSweets Cologne being staged simultaneously, the industry is offered important synergies here in Cologne and the direct contact to the supplier industry. This brings us enormous added value."

The quality of the trade visitors, who were represented at top decision-making level again this year, was decisive for the exhibitors. The exhibitors are expecting good follow-up business across the board.



ISM
31.01.–03.02.2016
www.ism-cologne.com

Your contact:
Christine Hackmann
Tel.
+49 221 821-2288
Fax
+49 221 821-3544
E-mail
c.hackmann@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

Executive Board:
Gerald Böse (Chief Executive Officer)
Katharina C. Hamma
Herbert Marner

Chairwoman of the Supervisory Board:
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Headquarters and place of jurisdiction:
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Buyers from the leading trading companies and importers at home and abroad attended the trade fair. A slight increase in the number of buyers from North America and the Central European buyer countries was registered on all days. More trade visitors from Asia, the African Continent and countries from the Near East also attended ISM in Cologne.

As the partner country of ISM 2016, France impressed with its quality and diversity. Around 90 exhibitors presented sweet and savoury "made in France" products, including numerous classics, as well as innovations and new taste experiences.

Once again this year, the exhibitors impressed the visitors with new products, innovative technologies and smart marketing concepts across the board at ISM. The New Product Showcase - the central new products exhibition at ISM - was fully-booked and registered record participation with 120 display windows. The themes covered all aspects of the world of sweets and snacks.

Among others, two technological innovations were voted as top innovations by the ISM visitors. For example, Katjes took first place with the Magic Candy Factory, the world's first food-certified 3D printer for fruit gums. Followed in second place by an innovative snack product: Spicy wasabi-flavoured coconut crisps by the Hamburg-based company Heimatgut. Third place went to the company Boncha Boncha from Taiwan, which can apply among other things selfies, but also other photo motifs, in excellent printing and colour quality to sweets and lollies. This confirms the ongoing trend towards personalised products, which enables the industry and trade to accommodate the individual desires and needs of the customers.

The sweets and snacks line-up particularly also provides numerous alternatives and offers for nutrition-conscious consumers. These include i.e. vegan and sugar-reduced chocolate, lactose-free biscuits and sugar-reduced filled chocolates. Natural aromas, colours and ingredients are a matter of course for numerous manufacturers. Also small, compact, frequently resealable packets across all categories, from savoury to sweet, shape the offer.

The trade's growing interest for the new segments of ISM revolving around the trend themes to-go, snacking, coffee and breakfast underlines the important function of the trade fair for the further development of the entire range of exhibits, which is constantly realigned to meet the changed consumption habits and needs of the consumers.

The ISM Award for exceptional services within the sweets and snacks industry was presented again, this time it went to James Walker, Walker's Shortbread. He is the third prize-winner of the international award after Herman Goelitz Rowland Sr. (Jelly Belly Candy Company) and Felix Richterich (Ricola AG).

The ISM 2016 in figures:

1,601 suppliers from 65 countries (2015: 1,528), 85 per cent of whom came from abroad, exhibited at ISM 2016 on exhibition space covering 110,000 m². These included 222 exhibitors and 11 additionally represented companies from Germany as well as 1,354 exhibitors and 14 additionally represented companies from abroad. Around 38,500 trade visitors from 146 countries attended ISM 2016, the foreign proportion was 67 per cent.

ISM organisers are Koelnmesse and its industry sponsor, the International Sweets and Biscuits Fair (AISM) task force.

ProSweets Cologne - the international supplier fair for the sweets and snacks industry - held in parallel with ISM, was again able to register around 17,600 trade visitors from approx. 100 countries. The share of foreign visitors was 65 percent. 336 providers from 34 countries presented new solutions and developments for recipes, production, packing and logistics for sweets and snacks. Together with ProSweets Cologne, ISM covers the entire value chain of sweets production and sales at the same time and place – a worldwide unique constellation.

The 47th ISM is scheduled to take place from 29 January to 1 February 2017.

ProSweets Cologne, the international supplier fair for the sweets and snacks industry, will again be held in parallel to ISM 2017.

Further information:

www.ism-cologne.com

www.prosweets-cologne.com

Your contact:

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Christine Hackmann
Communications Manager
Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Phone + 49 221 821 2288
Fax + 49 221 821 3544
c.hackmann@koelnmesse.de
www.koelnmesse.de

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<http://www.global-competence.net/food/>

Next dates:

Dairy Industry Conference
18.02.-20.02.2016, Karnal, Haryana, India

Wine & Gourmet Japan
13.-15.04.2016 in Tokyo

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ANUFOOD Eurasia – powered by Anuga
14.-16.04.2016 in Istanbul

THAIFEX – World of Food Asia
25.-29.05.2016, Bangkok, Thailand