

ProSweets Cologne excellently positioned

The diverse product spectrum will provide an ideal information platform for producers of sweets and snacks

Supporting programme with Speakers' Corner, FutureLab and Science Center, Power Fruits special show and New Product Showcase

In February 2015, ProSweets Cologne, the international supplier trade fair for the confectionery industry will again be taking place at the same time as the ISM (International Sweets and Biscuits Fair), and so Hall 10.1 of the Koelnmesse will again be turned into a top-class competence centre, with over 300 suppliers from 30 countries presenting new solutions and further developments for ingredients, production, packing and logistics for sweets and snacks. The exhibitors' range is domestically and internationally diverse, comprehensively covering the entire supply range. The first-time participation of Cargill Inc., Bizerba GmbH, Chocal Aluminiumverpackungen GmbH and Ilapak Verpackungungsmaschinen GmbH will be announced four months before the opening of the fair, in addition to the exhibitors of ProSweets Cologne already named in June. Among others, Crown Packaging Europe GmbH, Dometic Waeco, Selmi SRL, Stora Enso Oyj and Tanis Confectionery will be participating once again. The complete list of exhibitors will be published on the website from mid-December. Moreover, the supporting programme for ProSweets Cologne 2015 is taking shape.

For the first time, as a special platform, the "New Product Showcase ProSweets Cologne" will be offered as a showcase for products, packing and ingredients. In this showcase exhibition, exhibitors of ProSweets Cologne will be able to present their innovations to gain public appeal. By placing the exhibition very close to the New Product Showcase of the ISM, considerable attention is guaranteed, especially from potential customers amongst the exhibitors at the ISM. Participation in the New Product Showcase is offered at a fee and is reserved for the exhibitors of ProSweets Cologne 2015 only.



ProSweets Cologne
01.-04.02.2015

www.prosweets-cologne.com

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In daily sessions, the well-established "Speakers' Corner" will be tackling important topics from the areas of production, processing and packing - from both the sweets and snacks areas.

Under the direction of Professor Jenz Großhans, "FutureLab", the "Open think tank" of students from the Köln International School of Design will again be working on packing concepts for sweets and snacks. Exhibitors from both ProSweets Cologne and the ISM will be able to submit proposals for topics before the fairs start. The results and interim results will be presented to the public three times a day. We will clearly communicate all results on a special website.

For the first time, there will be a "Science Center" in which food technology institutes will be able to introduce themselves and present current research topics. Here – in addition to the chance to make contacts for research, development and services – exhibitors and visitors will also be able to address issues regarding production and packing.

Furthermore, a special show entitled "Power Fruits" is planned, which will discuss dried fruits as ingredients for sweets and present them in their various facets. Companies will also be able to play their part as exhibitors here.

More information: www.prosweets-cologne.com

In conjunction with the ISM, the International Sweets and Biscuits Fair Cologne, ProSweets Cologne covers the entire value chain in confectionery production – an internationally unique constellation. ProSweets Cologne is sponsored by the Federal Association of the German Confectionery Industry (BDSI), Sweets Global Network e.V. (SG), the German Agricultural Society (DLG e.V.) and the Central College of the German Confectionery Industry (ZDS).

Information about the ISM: www.ism-cologne.com

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public's attention through numerous activities, publications, and exhibitions.