


Trade fair	ISM	
Subheading	International Sweets and Biscuits Fair	
Date of the event	01.02.-04.02.2015	
Organizer	Koelnmesse GmbH	
Event frequency	Annual	ISM Cologne
Conceptual sponsor	AlSM Arbeitskreis Internationale Süßwarenmesse	01.02.-04.02.2015 International Sweets and Biscuits Fair
Venue	Cologne Exhibition Center	
Opening times	For exhibitors 07:30 a.m. to 07:00 p.m. For visitors 09:00 a.m. to 06:00 p.m.	www.ism-cologne.com
Admission fees	Day ticket, advance sale 30.00 EUR Day ticket, ticket office 48.00 EUR 2-day ticket, advance sale 44.00 EUR 2-day ticket, ticket office 60.00 EUR 3-day ticket, advance sale 53.00 EUR 3-day ticket, ticket office 70.00 EUR 4-day ticket, advance sale 60.00 EUR 4-day ticket, ticket office 76.00 EUR	Contact: Claudia Majchrowicz Fon + 49 221 821-3899 Fax + 49 221 821-3340 e-mail c.majchrowicz@koelnmesse.de
space rate/sqm:		
for bookings until 30.04.2014	155.70 EUR	Koelnmesse GmbH Messeplatz 1 50679 Cologne P.O.Box 21 07 60 50532 Cologne Germany Tel. +49 221 821-0 Fax +49 221 821-2574 info@koelnmesse.de www.koelnmesse.de
for bookings until 30.06.2014	175.00 EUR	
for bookings from 01.07.2014	185.00 EUR	
Energy costs/sqm	8.00 EUR	
Product segments	Cocoa, chocolate, chocolate products Sugar confectionery Biscuits Snack foods Savoury snacks, ready-to-eat Fruit snacks and vegetables snacks Breakfast Ice cream, deep-frozen confectionery Other	

Fair profile	<p>ISM is the largest and most important sweets and snacks fair in the world. Every year the international sector meets to introduce, discover and discuss the latest trends, the newest products and the most up-to-dates perspectives.</p> <p>The entire global market is reflected an ISM's range of products, which is broader than that of any other comparable trade fair. All of the relevant target groups in the world of confectionery are brought together here. Small, medium-sized and market-leading suppliers make direct contact with the global trade to fulfill the needs of tomorrow's customers with innovative ideas, creations and concepts. And that ensures a profitable future for suppliers and customers alike.</p>
Mailing of registration forms to exhibitors	April 2014
Hall occupancy	2.2, 3.2, 4.2, 5.2, 10.2, 11.1, 11.2, CC East
Construction and dismantling periods	<p><u>Construction:</u> 29.01., 08:00 a.m.-31.01.15, 08:00 p.m.</p> <p><u>Dismantling:</u> 04.02., 06:00 p.m.-06.02.15, 12:00 p.m.</p>
Access rights	Trade Visitors

Target groups exhibitors	Manufacturers and Distributors of sweets and snacks ready packed for retail sale under the following headings: Cocoa, chocolate, chocolate products Sugar confectionery Biscuits Snack foods Savoury snacks, ready-to-eat Fruit snacks and vegetables snacks Breakfast Ice cream, deep-frozen confectionery Other
Target groups visitors	The range of visitors will include buyers from: <ul style="list-style-type: none">- Food and beverage wholesale & importer- Food and beverage purchasing associations- Grocery wholesale- Retail confectionery trade- Supplier for foodservice- Cafes, confectioners, bakery operations, confectionery- Confectionery specialist outlets- Trade chains and their regional branches- Hypermarkets- Shopping centers- Cash & carry operations- Discount outlets- Drugstore chains- Health food wholesalers- Department stores - central/local administration- Online-food retailers- Vending machine operator- Filling stations-chains - central/local administration- Nutrition scientist- Food chemists

- Producers of sweets and snacks according to
list of products

Figures for the previous event (2014)

Exhibitors	1.476
Gross exhibition space	110.000 m ²
Visitors	35.000
Project Management	Sabine Schommer s.schommer@koelnmesse.de
Website	www.ism-cologne.com
