


Trade fair	ISM		
Sub-heading	International Sweets and Biscuits Fair		
Date of the event	January, 27 – 30, 2008		
Organizer	Koelnmesse GmbH		
Event frequency	annual		ISM Cologne
Conceptual sponsor	AIMS		27. – 30.1. 2008
	Arbeitskreis Internationale Süßwarenmesse		International Sweets and Biscuits Fair
Venue	Cologne Exhibition Center		
Opening times	For exhibitors	7.30 a.m. to 7.00 p.m.	<a href="http://www.ism-cologne.de">www.ism-cologne.de</a>
	For visitors	9.00 a.m. to 6.00 p.m.	
Admission fees	Day ticket, advance sale	€ 25,00	Contact: Claudia Majchrowicz
	Day ticket, ticket office	€ 35,00	Fon
	2-Day ticket, advance sale	€ 38,00	+ 49 221 821-3899
	2-Day ticket, ticket office	€ 48,00	Fax
	3-Day ticket, advance sale	€ 47,00	+ 49 221 821-3340
	3-Day ticket, ticket office	€ 57,00	e-mail
	4-Day ticket, advance sale	€ 53,00	c.majchrowicz@
	4-Day ticket, ticket office	€ 63,00	koelnmesse.de
space rate/sqm		€ 137,50	Koelnmesse GmbH
Energy costs/sqm		€ 5,30	Messeplatz 1
			50679 Cologne
			P.O.Box 21 07 60
			50532 Cologne
			Germany
			Tel. +49 221 821-0
Catalogue	ticket office	€ 22,00	Fax +49 221 821-2574
	Germany	€ 27,00	<a href="mailto:info@koelnmesse.de">info@koelnmesse.de</a>
	Europe	€ 32,00	<a href="http://www.koelnmesse.de">www.koelnmesse.de</a>
	outside Europe	€ 38,00	
Product segments	Cocoa, chocolate and chocolate products		
	Biscuits		
	Snack Items		
	Sugar Confectionery		
	Ice Cream an marzipan products		

<p>Fair profile</p>	<p>ISM is the largest and most important sweets and biscuits 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>
<p>Mailing of registration forms to exhibitors</p>	<p>End of March 2007</p>
<p>Hall occupancy</p>	<p>2.1, 2.2, 3.2, 4.1, 4.2, 10.2, 11.1, 11.2,CC East</p>
<p>Construction and dismantling periods</p>	<p>Construction: 24.01., 8.00a.m.-26.01., 8.00p.m. Dismantling: 30.01., 6.00p.m.-01.02., 12.00p.m.</p>
<p>Access rights</p>	<p>Trade Visitors</p>
<p>Target groups exhibitors:</p>	<p>Manufacturers and Distributors of confectionery and biscuits ready packed for retail sale under the following headings: Cocoa, chocolate and chocolate products Biscuits Snack Items Sugar Confectionery Ice Cream an marzipan products</p>

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Target groups visitors: Buyers from the wholesale and retail confectionery trade, grocery wholesale, multiples and their regional branches, cash & carry operations, department stores, health food wholesalers, drugstore chains, confectionery specialist outlets, cafes, confectioners, bakery operations as well as the buying offices of forecourt convenience stores. Marketing and distribution specialists will also attend.

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Figures for the previous event (2007)

Exhibitors	1.609
Gross exhibition space	115.600
Visitors	36.000

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Project management	Ines Weber <a href="mailto:i.weber@koelnmesse.de">i.weber@koelnmesse.de</a>
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Website	<a href="http://www.ism-cologne.com">www.ism-cologne.com</a>
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