


Trade fair	ISM	
Subheading	The world's largest trade fair for sweets and snacks	
Date of the event	29.01.-01.02.2017	
Organizer	Koelnmesse GmbH	ISM Cologne
Event frequency	Annual	29.01.-01.02.2017
Conceptual sponsor	Committee for the world's largest trade fair for sweets and snacks (AISM)	The world's largest trade fair for sweets and snacks
Venue	Cologne Exhibition Center	www.ism-cologne.com
Opening times	For exhibitors 07:30 a.m. to 07:00 p.m. For visitors 09:00 a.m. to 06:00 p.m.	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 30.04.2016	162.50 EUR	
for bookings until 30.06.2016	191.00 EUR	
for bookings from 01.07.2016	205.00 EUR	
Energy costs/sqm	9.00 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
Product sections	Chocolate, chocolate products Sugar confectionery Biscuits Snack foods Savoury snacks, ready-to-eat Fruit snacks and vegetables snacks Breakfast incl. coffee and tea Ice cream, deep-frozen confectionery Trade associations, Publishing houses	
Fair profile	ISM is the world's largest trade fair for sweets and snacks. Every year the international sector meets to introduce, discover and discuss the	

	<p>latest trends, the newest products and the most up-to-dates perspectives.</p> <p>The entire global market is reflected in ISM's range of products, which is broader than that of any other comparable trade fair. All 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 meet the customers' needs of tomorrow with innovative ideas, creations and concepts. And that ensures mutual benefit and a profitable future for suppliers and traders alike.</p>
Mailing of registration forms to exhibitors	February/March 2016
Hall allocation	2.2, 3.2, 4.2, 5.2, 10.2, 11.1, 11.2, CC East
Construction and dismantling periods	<p><u>Construction:</u> 26.01., 08:00 a.m.-28.01.17, 08:00 p.m.</p> <p><u>Dismantling:</u> 01.02.2017: from 6:00 p.m. consistently to 02.02.2017: till 10:00 p.m. 03.02.2017, 07:00 a.m. – 06:00 p.m.</p> <p>From 02.02.2017, 10:00 p.m. till 03.02.2017, 07:00 a.m. dismantling is not possible!</p>
Access rights	Trade visitors only
Target groups exhibitors	<p>Manufacturers and distributors of sweets and snacks ready packed for retail sale under the following headings:</p> <p>Chocolate, chocolate products</p>

Sugar confectionery
Biscuits
Snack foods
Savoury snacks, ready-to-eat
Fruit snacks and vegetables snacks
Breakfast incl. coffee and tea
Ice cream, deep-frozen confectionery

Target groups visitors

- Buyers of the following retail and wholesale will be admitted:
- Confectionery, food and beverage wholesale, import and purchasing associations
 - Trade chains and their regional branches
 - Filling stations-chains - central/local administration
 - Hypermarkets
 - Suppliers for foodservice
 - Retail confectionery trade
 - Pastry shops, cafés, bakeries, confectioneries
 - Cash & carry operations
 - Bakery requirement wholesale
 - Health food wholesalers
 - Drugstore chains
 - Department stores
 - Online-food retailers
 - Vending machine operators
 - Nutrition scientists
 - Food chemists
 - Producers of sweets and snacks according to the list of products

Figures of the previous event (2016)

Exhibitors	1.601
Gross exhibition space	110.000 m ²
Visitors	38.500
Project Management	Sabine Schommer s.schommer@koelnmesse.de
Website	www.ism-cologne.com
