

April 2023, Japan

## OVER 53,000 VISIT THE FIRST EDITION OF ISM JAPAN



**The inaugural ISM Japan was a resounding success with over 53,000 visitors joining near 70 exhibitors to make ISM Japan a true hub for the sweets and snacks industry in East Asia.**

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Tokyo, Japan, 14 April 2023 – The first ISM Japan has come to a close with more than 53,000 visitors coming to explore ISM and 8 concurrent partner food and beverage shows from 12-14 April in categories such as sweets and confectionaries, salted snacks, bakery snacks, specialty snacks, organic foods, halal foods, and more.

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Exhibitors and visitors alike came together to solidify Japan's status as a gathering point for key decision makers in the East Asian sweets and snacks industry. "Having so many trade fairs occurring simultaneously allowed us to meet many more potential partners than at an isolated fair", said Jeff Chiou from Sophisca Food in Taiwan.

Participants of the fair noted how refreshing it was to feel the excitement of unrestricted trade fairs in Japan after the last few pandemic years. Andrew Wang of Ace Synergy International in Singapore echoed the sentiment, stating, "We had been wanting to exhibit in Japan for a few years, so being here was a breath of fresh air. The removed restrictions helped create a more relaxed atmosphere which made discussions and negotiations easier."

Thought-provoking seminars on sweets and snack trends in Japan and Europe piqued audiences interest and led to many fruitful discussions on how to best profit from these trends.

ISM Japan also boosted exhibitor-buyer negotiations via a successful hosted buyer programme that included pre-scheduled meetings between exhibitors and buyers from leading retailers, importers and distributors in East Asia.

The strong start to ISM Japan marks an important milestone for the growing ISM network of global sweets and snacks trade fairs, with ISM Japan joining the original ISM (Cologne, Germany) and ISM Middle East (Dubai, UAE). "We are very encouraged by what we have seen at ISM Japan this year and are excited to build upon this strong base to make 2024 even better," added Managing Director of Koelnmesse Japan, Mr Makoto Takagi.

The next ISM Japan will take place 10-12 April, 2024 alongside the inaugural edition of Anuga Select Japan – the latest addition to the leading international network of food and beverage events – and 6 other partner fairs.

These 8 concurrent trade fairs under one roof will combine to make a one-stop shop for all culinary and gastronomic needs.

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2024 will also see ISM Cologne make a return to its usual dates, 28-31 January. This ~2.5 month buffer between ISM events provides an ideal opportunity for sweets and snacks companies to introduce their products to both the European and East Asian markets.

More information will be available on <https://www.ismjapan.com/> in the following weeks.

ISM Japan 2023 in numbers:

- 69 exhibitors from 15 countries
- 53,015 visitors
- Over 90% international exhibitors

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#### **About ISM Japan**

ISM Japan is the first dedicated showcase for the sweets and snacks industry in East Asia. The next edition will take place from 10 to 12 April 2024 at Tokyo Big Sight. The event will feature manufacturers, producers, wholesalers, distributors, importers, exporters, brokers, and OEM private labels of the following: sweets and confectionery, salted snacks, baked snacks, specialty snacks, frozen snacks and raw ingredients.

#### **About ISM**

ISM is the world's largest trade fair for sweets and snacks. Yearly, more than 1,600 exhibitors from 76 countries and around 38,000 visitors come to ISM. The world's leading trade fair for sweets and snacks brings together all internationally relevant market participants from industry and trade on this scale and is one of most important business hubs, export drivers and innovation platforms for the confectionery industry. A successful combination between impulses and innovations, exciting networking, first-class exhibitors, and competent visitors forms an offer that is unique around the globe. Heart and soul: In conjunction with ProSweets Cologne, the international supplier trade fair for the sweets and snacks industry, ISM represents the entire industrial value chain.

#### **Koelnmesse – Global Competence in Food and FoodTec**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as Anuga, ISM and Anuga FoodTec in Cologne, Germany are established world leaders. Furthermore, Koelnmesse organises food trade fairs in growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand and the United Arab Emirates, which have different focuses and contents.

These global activities enable Koelnmesse to offer customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

For more information visit <https://www.ismjapan.com/fair/global-competence-in-food/>.

#### **Upcoming ISM events**

**ISM Cologne** – The world's largest trade fair for sweets and snacks  
23.04. -25.04.2023, Cologne, Germany

**ISM Middle East** – The heart of sweets and snacks in the Middle East  
7.-9.11.2023, Dubai, United Arab Emirates

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