

Press Release

No. 2 / February 2022, Tokyo
#ISMJAPAN

ISM Japan shifts its inaugural edition to 2023

ISM, the world's largest trade fair for sweets and snacks, will shift its Asian debut in Tokyo, Japan - The Heart of East Asia, to April 2023.

ISM Japan has received overwhelming interests and excitement from the industry since the announcement of the Asian debut of ISM, and plans were on track to deliver one of the region's first dedicated sweets and snacks trade fairs with an impact.

However, due to the continuing uncertainties brought by the spread of the COVID-19 variant Omicron, Japan has closed its borders to all new foreign arrivals since November 2021, thereby posing a challenge for ISM Japan's international stakeholders (visitors, exhibitors, and partners) to attend the trade fair.

After in-depth assessment on the situation in Japan and around the world, and close consultations with key stakeholders and partners, a decision was taken to shift its inaugural edition to April 2023, at Tokyo Big Sight in Tokyo, Japan.

"As much as we would have loved to bring the event to life this April, we felt it was important to give the participants the full experience befitting for an inaugural event. Moreover, the ease of participation for our international exhibitors are paramount to make it a successful event," explained Mr. Makoto Takagi, Managing Director of Koelnmesse Co., Ltd.

He added, "We are currently seeing business networking at its finest during the ongoing ISM Cologne. We are looking forward to bringing this network and spirit to Japan next year. With the recovery of the global economy and resumption to a new-normal, the team is committed to working on building a strong first edition of ISM Japan 2023 and offering exhibitors an attractive business platform."

The new show date of ISM Japan is from 12th to 14th April in 2023. The organisers are looking forward to delivering a successful inaugural edition in 2023.

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About ISM Japan

ISM Japan is the first dedicated showcase for the sweets and snacks industry in East Asia. The inaugural edition will take place from 12 to 14 April 2023, 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. Two featured zones include the Specialty Market Zone - presenting free-from, organic, halal and functional products, and the Technology Zone - spotlighting the latest processing and packaging technologies for sweets and snacks.

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.

The 52nd edition of ISM is scheduled to take place from 29 January to 1 February 2023.

Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in 2022 will mark the launch of an additional event format dedicated to food industry innovations in Cologne. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information is available at: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events under ISM network:

ISM Middle East - The heart of sweets and snacks in the Middle East
08.11 - 10.11.2022, Dubai, United Arab Emirates

ISM - The world's largest trade fair for sweets and snacks
29.01 - 01.02.2023, Cologne, Germany

ProSweets Cologne - The international supplier fair for the sweets and snacks industry
29.01. - 01.02.2023, Cologne, Germany

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