

April 2025, Japan

ISM Japan came to a successful close with a large attendance!

Leveraging the Global Strength of the "ISM" Brand, ISM Japan Attracts Over 50 Exhibitors from 17 Countries and More Than 56,000 Visitors!

The 3rd edition of ISM Japan / International Confectionery Trade Fair was held from April 15 to 17 at Tokyo Big Sight East Hall 1, closing its three-day run with great success. The event welcomed over 56,000 visitors across five concurrent exhibitions, highlighting strong interest and participation from the confectionery industry.

ISM Japan showcased its truly international flavor, with approximately 50 exhibitors from 17 countries and regions, including national pavilions from Germany, Turkey, and China, as well as companies from the United States, Italy, Singapore, Poland, and more. Over 90% of the exhibitors were from outside Japan, underscoring ISM Japan's unique position as the country's only international trade fair dedicated solely to confectionery.

In East Hall 8, the seminar area drew significant attention once again. A highlight was the presentation by specialists from Innova Market Insights, a global leader in food trend analysis. Under the theme "Global Confectionery Trends 2025," the seminar explored emerging trends in the confectionery industry from a wide range of perspectives, captivating the audience with timely insights.

Another well-attended session featured a lecture on cacao beans, delivered by an Honorary Professor from Hiroshima University. The seminar explored the history and evolution of cacao, drawing such a large audience.

Positioning Tokyo as a strategic trading hub for the Asian market, ISM Japan aims to become a new business platform focused on confectionery products. It not only stimulates domestic distribution but also supports Japanese manufacturers and exporters looking to expand internationally. The event continues to attract high-quality buyers and facilitate meaningful business negotiations, serving as a springboard for the global growth of Japan's confectionery industry.



Your contact:

Eri Nakatani

Email:

nakatani@koelnmesse.jp

Koelnmesse Co., Ltd.

11F 3-5-2 Kojimachi,
Chiyoda-ku, Tokyo, JAPAN
102-0083

Tel.

+ 81 3 5357 1280

Fax

+ 81 3 579 377 71

<http://www.koelnmesse.jp>

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For more information about ISM Japan and updates regarding ISM Japan 2025, please visit ismjapan.com

ISM Japan 2025 and partner fairs in numbers:

- 992 Exhibitors
- 56,685 visitors
- Over 90% international exhibitors in the sweets and snacks segment.

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 15 to 17 April 2025 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 Middle East – The heart of sweets and snacks in the Middle East
15.-17.09.2025, Dubai, United Arab Emirates

ISM Cologne – The world's largest trade fair for sweets and snacks
01.-04.02.2026, Cologne, Germany

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Your contact

Eri Nakatani (Ms.)
Sales and marketing Executive

Koelnmesse Co., Ltd.
11F 3-5-2 Kojimachi, Chiyoda-ku,
Tokyo, JAPAN 102-0083

Tel. + 81 3 5357 1280
nakatani@koelnmesse.jp
www.koelnmesse.jp