

No. 1 / April 2021, Tokyo  
#ISMJAPAN

## ISM to launch Japan edition in 2022

**ISM, the world's largest trade fair for sweets and snacks, will make its Asian debut in Tokyo, Japan - The Heart of East Asia. Branded as ISM Japan, the sweets and snacks showcase will take place at Tokyo Big Sight from 13 to 15 April 2022, serving as the go-to information, communications and networking hub for the industry in the region**

ISM Japan is the first dedicated showcase for the sweets and snacks industry in Asia and is modelled after the world's largest trade fair for sweets and snacks - ISM Cologne. This inaugural event, which is expected to be represented by over 200 brands, is part of Koelnmesse's global leadership in the Sweets and Snacks industry as well as the Food and Beverage industry.

ISM Japan is a natural extension of the existing F&B segments at Wine & Gourmet Japan as well as established food fairs organised by the Japan Food Journal - FABEX, Dessert Sweets & Bakery Festival, Food & Drink OEM Matching Expo, Noodle Industry Fair and the Premium Food Show. This will bring about greater synergy between the events and offer a wider range of products to all trade visitors. These 7 food shows under one roof will be a gastronomical experience not to be missed!

Some of the key factors that prompted ISM's entry into Japan include a forecasted 6.2% annual growth of the Asia-Pacific Confectionery market from 2020 to 2025, Japan being the sixth largest confectionery market in the world, and a nation-wide growing demand for quality and innovative sweets and snack products. Furthermore, the establishment of Free Trade Agreements with the European Union and the United States of America makes it even more attractive for overseas food products to enter the market now.

"ISM Japan will definitely be a great platform for the sweets and confectionery producers targeting the Japanese and East Asian markets which has high demand for quality products. I am confident that our partnership with Koelnmesse will become even stronger in addition to our existing collaboration between FABEX and Wine & Gourmet Japan," said Mr. Katsunori Hirayama, Vice President of the Japan Food Journal.



ISM Japan  
13.04. - 15.04.2022  
[www.ismjapan.com](http://www.ismjapan.com)

Your contact:  
Rena Bay  
Tel.  
+65 6500 6707  
e-mail  
[rena.bay@koelnmesse.com.sg](mailto:rena.bay@koelnmesse.com.sg)

Koelnmesse Pte Ltd  
152 Beach Road  
#25-05 Gateway East  
Singapore 189721  
Tel. +65 6500 6700  
[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)

“This is an area that we see huge potential growth in, especially with the strategic partnership with Japan Food Journal - who has been in the market for over 20 years, expanding their show year-on-year. 2021 is a year of recovery, and 2022 will be an opportune time for all global trade fairs to restart with countries’ borders opening progressively. We are confident to bring about added value to the industry with this new launch event in Japan,” commented Mathias Kuepper, Managing Director of Koelnmesse Singapore.

Page  
2/4

ISM Japan, together with its 6 partner fairs, aims to attract over 1,000 exhibitors and close to 80,000 trade visitors from Asia and East Asia.

ISM Japan will be held from 13 to 15 April 2022. For more information on the event, visit [www.ismjapan.com](http://www.ismjapan.com).

###

### **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 13 to 15 April 2022, 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 51st edition of ISM is scheduled to take place from 30 January to 2 February 2022.

### **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 the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

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

### **The next events**

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 21.04. - 23.04.2021

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 21.04. - 23.04.2021

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 08.06. - 11.06.2021

**Note for editorial offices:**

If you reprint this document, please send us a sample copy.

**ISM Japan in the Social Web:**

<https://www.facebook.com/ismjapan.tokyo>

<https://www.instagram.com/ismjapan.tokyo>

<https://www.linkedin.com/company/ismjapan>

**Your contact:**

Rena Bay

Marketing Communications Manager

Koelnmesse Pte Ltd

152 Beach Road

#25-05 Gateway East

Singapore 189721

Tel +65 6500 6707

[rena.bay@koelnmesse.com.sg](mailto:rena.bay@koelnmesse.com.sg)

[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)