

Press Release

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#ISMJAPAN

ISM JAPAN KICKS OFF IN 5 DAYS

The inaugural ISM Japan, held from 12-14 April, 2023 in Tokyo, Japan will be the first dedicated trade fair for the sweets and snacks industry in the East Asia region.

Tokyo, Japan 7 April, 2023 – In 5 days, the first dedicated trade fair for the sweets and snacks industry in East Asia will be held at Tokyo Big Sight in Tokyo, Japan. Organised by Koelnmesse Co., Ltd., it is modelled after the world's leading trade fair for sweets and snacks – ISM Cologne.

With Tokyo located in the heart of East Asia, the trade fair will serve as a sweets and snacks hub for the region, which is forecasted to become the largest food and beverage region by consumption in the world by 2030.

ISM Japan is co-located with 7 partner fairs with a history of success in Japan: Wine & Gourmet Japan (organised by Koelnmesse), Dessert Sweets & Bakery Festival, FABEX, Food & Drink OEM Expo, Future Rice Fair, Noodle Industry Fair and Premium Food Show.

ISM Japan and partners will look to benefit from 2023 being the first year since the COVID-19 pandemic that Japan has fully opened its borders to visitors. The fair will see a large international focus with over 90% of its 69 exhibitors coming from countries abroad, such as Germany, Turkey, China, Indonesia, Italy, Poland, Singapore, Thailand, UAE and many more.

The show's programme will include engaging seminars in English on sweets and snacks trends in Japan and in Japanese on sweets and snack trends in Europe.

With Japan's borders fully open, participants are eager to experience unrestricted trade fairs in Japan once again. Managing Director of Koelnmesse Japan, Mr Makoto Takagi added, "We are very excited to introduce this prestigious brand from Germany to the East Asian market. It is also our hope that this will be the new business platform for all those who have been waiting for this moment after the last difficult years".

Register for [ISM Japan here](#).

For more information on the event, visit <https://www.ismjapan.com/>.

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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.

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 – 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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