



ISM – The world's largest trade fair for sweets and snacks

FACTS & FIGURES

COLOGNE, 28.–31.01.2018

THE FUTURE & HEART OF SWEETS & SNACKS

FEEL THE HEARTBEAT OF THE INDUSTRY

It is time once again from 28.01. to 31.01.2018: ISM will impress with the entire diversity of the world of sweets and snacks. The comprehensive range of exhibits of the number one industry platform reflects the entire spectrum of the global market. Numerous trends, inspirations and contacts will be awaiting you over the four very promising days of the trade fair. Appetite for more? Let the facts and figures overleaf convince you.



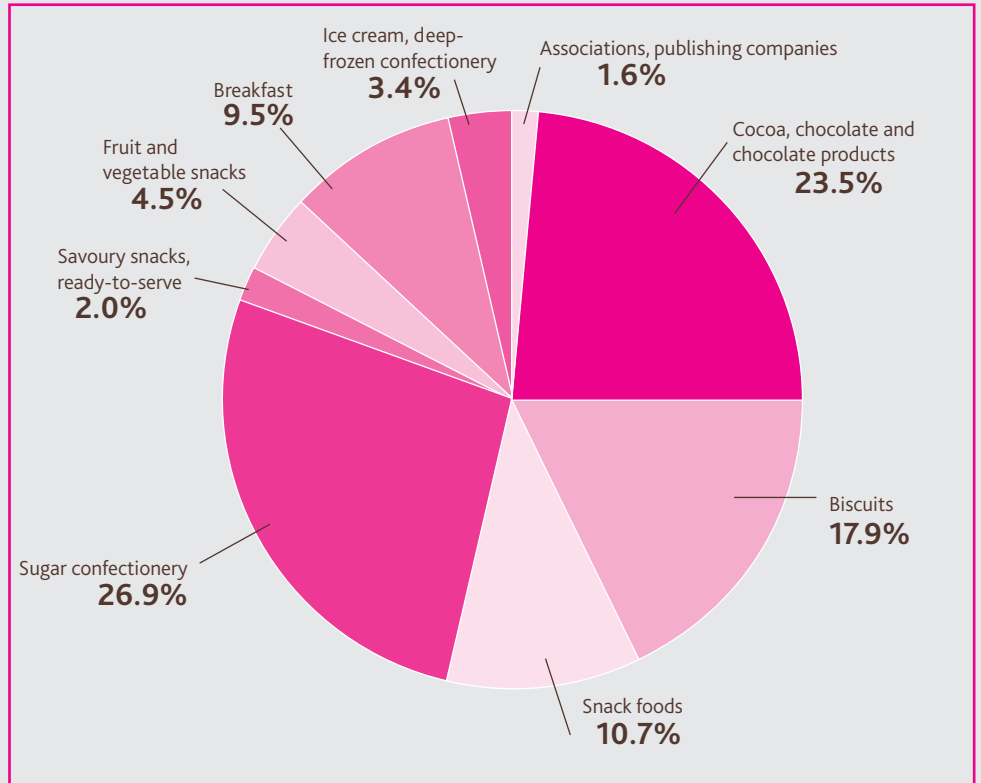
EXHIBITORS

1,647 exhibitors
from **68 countries**
2.5 % more exhibitors

Top 10 countries of origin of the exhibitors (excl. Germany)

1 Italy
2 Belgium
3 Spain
4 France
5 Great Britain
6 The Netherlands
7 Turkey
8 Poland
9 USA
10 Greece

Exhibition segments



VISITORS

38,000 trade visitors
from **143 countries**

Economic sectors of the trade visitors

Industry	36.2 %
Wholesalers and foreign trade	21.9 %
Retail trade	20.2 %
Service sector	7.8 %
Catering	4.3 %
Craft trades sector	2.0 %
Authorities/public institutions	1.6 %
Others	6.2 %

“ISM is the central hub for the national and international business”

Bastian Fassin, Chairman of the Advisory Board of the International Sweets and Biscuits Fair (AISM) and Executive Board Member of the Association of the German Confectionery Industry (BDSI)

Occupational status of trade visitors

Self-employed entrepreneurs, co-owners, freelance professionals	28.6 %
Department managers, group managers, team leaders	17.4 %
Managing directors, board members, heads of authorities	13.2 %
Other employees/civil servants skilled workers	19.0 %
Area managers, plant/factory/branch managers, head officials	13.8 %
Apprentices	3.3 %
Lecturers, teachers	0.7 %
Other specialised areas	4.0 %