

April 2024, Japan

ISM JAPAN'S SUCCESS STORY CONTINUES WITH OVER 55,000 VISITORS

The 2nd ISM Japan was a resounding success with over 55,000 visitors joining leading global manufacturers and distributors to make ISM Japan a true hub for the sweets and snacks industry in East Asia.

Tokyo, Japan - April 14, 2024 - ISM Japan 2024, the only dedicated trade fair for sweets and snacks in East Asia, concluded on Friday, and showcased a remarkable array of innovative products and industry trends. Held at Tokyo Big Sight from April 10 to April 12, 2024, ISM Japan 2024 witnessed an impressive turnout of exhibitors and visitors from not only Japan and East Asia, but all around the world.

The event was held concurrently with 7 other leading food and beverage trade fairs – Anuga Select Japan, Desert Sweets & Bakery Festival, FABEX, Food & Drink OEM Expo, Future Rice Fair, Premium Food Show, and ProWine Tokyo.

With a total of 932 exhibitors from across the globe participating in all 8 partner fairs, ISM Japan 2024 provided a comprehensive platform for companies to present their latest products, technologies, and solutions. From traditional chocolates and confectioneries to cutting-edge snacks, the event offered a diverse range of offerings to meet the evolving demands of consumers in Japan and East Asia.

The bustling halls of the Tokyo Big Sight welcomed a total of 55,214 visitors during the course of ISM Japan 2024. This significant attendance reaffirms the event's status as a key meeting point for professionals within the East Asian sweets and snacks industry, fostering valuable networking opportunities.

One of the highlights of ISM Japan 2024 was the prestigious ISM Japan Innovation Awards, recognizing outstanding contributions to product innovation within the sweets and snacks sector. This year, the accolade was bestowed upon Smith & Sinclair who showcased their sweet Boozy Brunch Jams containing alcohol and Gottfried Wicklein GmbH & Co. KG for their Mug-Buddies gingerbread cookies. Both of these products pushed the boundaries of creativity and taste.

The trade fair also featured an exciting lineup of seminars primarily targeted at providing international companies valuable information for entering the Japanese market as well as seminars on emerging consumer trends.

Looking ahead, Koelnmesse is pleased to announce the dates for ISM Japan 2025, which will take place at Tokyo Big Sight from April 15 to April 17, 2025. Building upon the success of its predecessors, ISM Japan 2025 promises to continue its tradition of excellence, providing a platform for industry leaders, innovators, and enthusiasts to converge and explore the latest trends and developments in the sweets and snacks market. In addition it will look to further the synergies with its partner fairs - creating Japan's leading, clearly segmented food and beverage trade fair.



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

ISM Japan 2024 and partner fairs in numbers:

- 932 Exhibitors
- 55,214 visitors
- Over 90% international exhibitors in the sweets and snacks segment

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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
24.-26.09.2024, Dubai, United Arab Emirates

ISM Cologne – The world's largest trade fair for sweets and snacks
02.-05.02.2025, Cologne, Germany

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