Below is the latest newsletter for visitors to **ISM – The world’s largest trade fair**

**for sweets and snacks** which will be held again in Cologne from **28-31 January 2018**.

In addition to the newsletter below, all information on **ISM** is available at

[**www.ism-cologne.com**](http://www.ism-cologne.com)

MESSE REPS. & TRAVEL is your contact in New Zealand for **ISM**. Information on

trade fairs and on Cologne and how we can assist you is at [**www.messereps.co.nz**](http://www.messereps.co.nz/)

**Travelling to Germany?**

MESSE REPS. & TRAVEL has been handling travel and accommodation planning for

visitors to Cologne for over 25 years. Our knowledge of the hotels in Cologne, the

transport options to the fairground, the best ways to travel to and around Cologne allow

you to get the best value for your money when visiting **ISM.**

Maybe you want a 5 star hotel near the fair, maybe you want a smaller hotel in the

suburbs, maybe you want to stay on a hotelship moored in the city centre, maybe you

want to stay in a private apartment. We can offer you all these options.

Airfares - We know what airfare options work best for visitors to Cologne, whether it is

directly to Germany and return, or an option with further travel within Europe before or

after the fair, or maybe you want a stopover on your way to/from Europe.

Ask us for our help to find the best solution for you.

Please contact MESSE REPS. & TRAVEL for any information on **ISM** or advice and

suggestions for your travel and accommodation planning.

Regards

Robert Laing

MESSE REPS. & TRAVEL

**Messe Reps. & Travel**

**4 Tokomaru St, Orakei, Auckland 1071. P O Box 26522, Epsom, Auckland 1344**

**Ph 09 5219200,****robert@messereps.co.nz** **,** [**www.messereps.co.nz**](http://www.messereps.co.nz/)

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| **ISM Cologne, 29.01.-01.02.2017 The future & heart of sweets & snacks** |

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| Are you ready for the most important date in the diary of the sweets and snacks industry? From 28 to 31 January, ISM will once again be presenting itself as the global 360° event and unique network. Making contacts, discovering trends, comparing offers and ultimately doing good business: ISM offers you opportunities galore. Be on-site when the industry players meet up in Cologne and make sure you push your business forward. |

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|  | **Events ism-cologne**Special events, workshops, lectures: Look forward to a diversified [event programme](https://newsletter.koelnmesse.com/-link2/3375/671/43/835/5751/k5lg5Ats/8qqskUThdf/0)! The market research institute "Innova Market Insights" will once again in 2018 be informing us about the latest product trends and provide insights into the most recent developments for sweets and snacks.

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|  | **ISM-Expert-Stage**The ["Expert Stage"](https://newsletter.koelnmesse.com/-link2/3375/671/3/841/5751/k5lg5Ats/8qqskUThdf/0) is anew the place-to-be for all people thirsty for knowledge. Please also take note of our additional events on the Wednesday of the trade fair: For example, in the course of the lecture entitled "Sweet Trends by Continents" you can learn more about the different global sweets trends. The Middle East confectionery market is the exclusive topic of a seminar delivered by Euromonitor. Also to be recommended: Trade fair newcomers will present their products in 5-minute start-up pitches.

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| **buy-tickets** |
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Secure your admission ticket today from the [Ticket Shop](https://newsletter.koelnmesse.com/-link2/3375/671/67/847/5751/k5lg5Ats/8qqskUThdf/0) and profit from our reduced advance sale price! |

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|  | We look forward to your visit!Your ISM team

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|  | Advert **MilkyLAB Hall 10.2 Stand B-010-C-011** |  |

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|  | Organiser and Conceptual Sponsor |

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| **koelnmesse** |

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| Conceptual sponsor of ISM is the Committee for the International Sweets and Biscuits Fair (Bonn) with the following [members](https://newsletter.koelnmesse.com/-link2/3375/671/7/855/5751/k5lg5Ats/8qqskUThdf/0) |

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|  | Koelnmesse - Global Competence in Food and FoodTec |

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| **yummex Middle East****yummex Middle East** - the leading trade fair for sweets and snacks in the MENA region.

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| **›** | [To the website of yummex Middle East](https://newsletter.koelnmesse.com/-link2/3375/671/49/859/5751/k5lg5Ats/8qqskUThdf/0) |   |

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| **Global Competence in Food and FoodTec**Further information on the competence of Koelnmesse in the food and food technology sector at home and abroad can be found at:

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| **›** | [Global Competence in Food and FoodTec](https://newsletter.koelnmesse.com/-link2/3375/671/53/863/5751/k5lg5Ats/8qqskUThdf/0) |   |

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|  | Travel and accommodation |

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| **Arriving** |
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| Whether you are coming from within Germany or abroad, you can easily travel to Koelnmesse by car, train or plane.

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| **›** | [Arriving](https://newsletter.koelnmesse.com/-link2/3375/671/55/865/5751/k5lg5Ats/8qqskUThdf/0) |   |

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| **Overnight stay** |
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| Book a hotel, private room or furnished apartment as desired directly online here.

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| **›** | [Overnight stay](https://newsletter.koelnmesse.com/-link2/3375/671/57/867/5751/k5lg5Ats/8qqskUThdf/0) |   |

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| **Cologne** |
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| Make use of your trade fair visit to discover what’s special about the beautiful and varied cathedral city.

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| **›** | [Trade fair city Cologne](https://newsletter.koelnmesse.com/-link2/3375/671/59/869/5751/k5lg5Ats/8qqskUThdf/0) |   |

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| **Restaurant service** |
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| Reserve selected restaurants to your taste via the Internet portal Globalguest®.

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| **›** | [Restaurant service](https://newsletter.koelnmesse.com/-link2/3375/671/61/871/5751/k5lg5Ats/8qqskUThdf/0) |   |

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