

Heavenly, deliciously, SUCCESSFUL!

KEY TOPICS: RAW MATERIALS, INGREDIENTS & FOOD SERVICE



2021
24. – 28.10.
Munich
www.iba.de

THE WORLD'S LEADING TRADE FAIR FOR THE
BAKING AND CONFECTIONERY INDUSTRY

iba is the global meeting point for experts in the bakery sector, with a unique dimension at the highest professional level. It thus opens up a whole universe of success, including for companies in the area of raw materials, ingredients & food service! Infinitely delicious seduction is the shining star in the heaven of indulgence that is iba: From the aroma of freshly baked bread and crisp pastries to creamy ice cream and sensational cakes. Bring your own creations and innovations to iba, and let's make it a festival of the senses!



20% of all iba exhibitors are from the fields of raw materials, ingredients & food service – and they attend from 32 countries. Many well-known industry players have already signed up for next iba. Join this cluster of market competence!



A GALAXY OF GREAT OPPORTUNITIES FOR YOUR BUSINESS:

The market for bread and bakery products is growing globally, and with it demand for raw materials, bakery mixes and fully-baked products.

Key drivers:

- Rising global population numbers as a whole
- Increasing demand from developing countries
- Continuing urbanisation
- Food trends such as convenience & to-go



All results are taken from the trade fair statistics verified by FKM (Society of Voluntary Control of Fair and Exhibition Statistics) and from the independent visitors' and exhibitors' survey conducted by Gelszus Messe-Marktforschung GmbH, 2018.



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BRILLIANT BENEFITS OF iba

- **Themed halls:** Effective meet & greet with your visitor target audiences through themed clusters in dedicated halls
- **For sweet success:** Popular and internationally important key topic: Pastry & Cake in a dedicated hall
- **Greater thrust thanks to reduced duration:** Exploit the full visitor potential in 5 (rather than 6) days
- **Stage free for your know-how:** Presentation slots at **iba.SPEAKERS CORNER** specially for exhibitors from the raw materials, ingredients & food service segment
- **Fixed star Munich:** Ultra-modern fairground within easy reach of anywhere, popular tourist hot-spot

National and international corporate groups, wholesale bakeries, the confectionery industry, food retail, the food service industry, wholesalers and purchasing associations, artisan bakeries and patisseries

At iba, you will meet everyone your business depends on!



2/3 of all **visitors** come from **abroad**



82% are **decision-makers**



TOP 1 of visitor interests is the topics of **raw materials and ingredients**

One in four visitors is interested in **frozen products**



Reach for the stars of your success by exhibiting at iba 2021!

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- Artisan bakeries
- Raw materials, ingredients & food service
- Production technology & equipment
- Production technology & equipment for long-life baked product
- Packaging technology
- 1 Entrance North
- 2 Entrance East
- iba OKTOBERFEST TENT

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