

FACTS & FIGURES of iba 2023

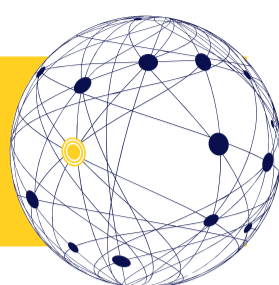


2023
22. – 26.10.
Munich
iba-tradefair.com

The iba exhibitors



1.073
exhibitors



from **46** countries

31% national

69% international

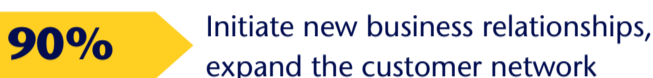
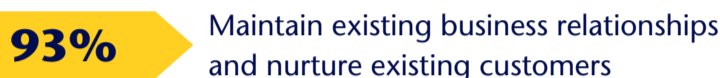
The iba range of products:



TOP Reviews



On target - exhibitors achieve their goals at iba



Range of exhibitors



24 Start Ups

at the **iba START UP AREA**



WECARRY
Winner of the **iba START UP AWARD**

The iba visitors



57.000
visitors



from **150** countries

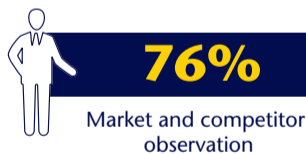
31% national

69% international

TOP 10 countries:

- Germany
- Italy
- Austria
- Poland
- Spain
- USA
- Netherlands
- United Kingdom
- Brasil
- Czechia

Top reasons for visiting iba

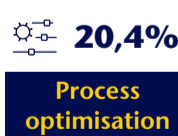
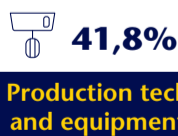


TOP 5 Industry origin of the visitors:

- Artisan bakery
- Industrial bakery products / without own shop / supply bakery
- Industrial bakery products / with own shop / chain bakery / system bakery
- Production technology / mechanical engineering
- Food manufacture

Top interests

Visitors are particularly interested in these topics at iba:



Knowledge-sharing

3 Stages

- iba FORUM
- iba SPEAKERS AREA
- iba START UP AREA



Total satisfaction

