## **FACTS & FIGURES** of iba 2023



## The iba exhibitors



31% national

**69%** international

#### The iba range of products:



Sales and POS

Energy, ventilation and AC technology

Anayltics

## **TOP Reviews**



of exhibitors rate iba as good to very good

86% consider iba as the most

important trade fair in the sector



**85%** will return

On target - exhibitors achieve their goals at iba

> Maintain existing business relationships 93% and nurture existing customers

Initiate new business relationships, **90%** expand the customer network

Company/product presentation, 94% brand promotion

Knowledge-sharing and **87%** networking

#### Range of exhibitors

**∜⊋ 42,2%** 

∰ **33,6%** 

**a** 31,8%

🄏 23,2%

Artisan **Bakeries** 

Turnkey solutions

**Food Trends** 

**Sustainability** 

**24** Start Ups

START UP AREA



## The iba visitors



31% national

69% international

## TOP 10 countries:

- Germany
- Italy
- Austria 3.
- **Poland**
- Spain
- USA 7.
- Netherlands **United Kingdom**
- 9. Brasil
- 10. Czechia

## Top reasons for visiting iba



Gain industry

knowledge

Market and competitor observation.



# **Top interests**

Visitors are particularly interested in these topics at iba:



**₽ 40,7%** 

ౖా 20,4%

41,8% **Production tech** 

and equipment

Raw materials and ingredients **26,8% Packaging** 

technology

**Process** optimisation

### **TOP 5 Industry origin** of the visitors:

- **1.** Artisan bakery
- **2.** Industrial bakery products / without own shop / supply bakery
- **3.** Industrial bakery products / with own shop / chain bakery / system bakery
- **4.** Production technology / mechanical engineering
- 5. Food manufacture

# **Knowledge-sharing**

**Stages** M FORUM

SPEAKERS AREA START UP AREA

**Presentations** for a total of 4,000 minutes.

visit iba to gain knowledge of the industry





view iba as the

best place to learn about innovations and new trends in the industry.



**Total satisfaction** 

would recommend iba trade fair.



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iba-tradefair.com