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Fairground Messe München



iba – The world's leading
trade fair for bakery,
confectionery and snacks

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iba inspires the industry

The 23rd iba ended with more than 77,500 trade visitors – an increase of ten per cent compared to 2012. The 1,309 exhibitors enjoyed the success. In a visitors survey more than half the visitors stated they had completed sales transactions at the trade fair. According to this, the total volume of orders placed in the six days of the fair reached 1.3 billion euro. The high number of contracts concluded was one of the reasons for the positive verdict on the fair by the exhibitors: 87.4 per cent of the firms judged iba as very successful.

Munich, 18 September 2015 – For the majority of the trade visitors, who came from more than 170 countries, the search for novelties was on top of the list of their expectations regarding iba 2015. This wish was fulfilled according to the survey. 95.2 per cent gave the top marks “good or excellent” in this regard. New products and lots of inspirations for everyday business in all areas of the industry, among them production technology, packaging, logistics, raw materials, energy, hygiene, shop fitting, snacks, coffee, marketing and sales concepts awaited the professional audience. iba managed to convince the visitors with a complete range of products, presented in Munich by the 1,309 exhibitors from 57 different countries. 95 per cent of those asked stated that the exhibiting firms guaranteed a complete industry overview.

The good atmosphere among the exhibitors reflected in their positive results concerning the trade fair. They could almost completely achieve the goals they linked to their trade fair presence, such as “increasing the customer network” and “looking after existing business relationships“. Another reason for the satisfaction was the high professional expertise of both domestic and foreign visitors. When asked to judge the quality of the visitors, 85 per cent of the companies gave out top marks.

Both exhibitors and visitors greeted the offers placed on iba 2015 for the first time by the trade fair organisers GHM Gesellschaft für Handwerksmessen mbH with great approval. The specially designated areas “SnackTrends“ (87.7 per cent), “COFFEEWORLD“ (86.6 per cent) and “Packaging Area“ (81.7 per cent) received “good or excellent” in their very first appearance. The new

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orientation tools for the twelve exhibition halls, the “HandwerksGuide” (“guide to the artisan bakeries”) and the “SnackGuide” were also well received by the trade visitors.

Trade fairs are considered the engines for industries and provide meaningful economic trend forecasts. If you believed the barometer of public opinion carried out among the visitors at iba, there is nothing stopping the positive development of the baking industry. The vast majority (82.6 per cent) estimate the economic situation of their industrial sector to be “good to excellent“. According to this, the estimation is significantly more optimistic than at iba 2013 (75.7 per cent).

The next iba will take place from 15 to 20 September 2018 in Munich.

Statements:



Dieter Dohr, CEO and President of GHM Gesellschaft für Handwerksmessen mbH:

“The six exhibition days were characterised by a positive atmosphere of both exhibitors and visitors. It had an inspiring and contagious effect. The exhibitors were happy to meet the most important customers from all continents. The visitors brilliantly accepted our new ideas concerning the fair organisation, for example, the guided tours for bakers and confectioners. I am especially happy that we were able to increase the number of domestic visitors with our offers.”



Peter Becker, President of the Central Association of the German Bakers:

“iba is more than just the world's meeting place for national and international bakers and confectioners. This year we exceeded the mere product offering. To us trade fairs mean more! Workshops, expert lectures or live presentations regarding the preparation of bread, coffee, patisserie goods or snacks were very well received. Many used this unique chance of free training, in order to equip both themselves and their firms for the future.”



Gerhard Schenk, President of the German Association of Confectioners (DKB) and Vice President of UIBC (International Union of Bakers and Confectioners):

“iba isn't just for people with several years of experience in the job. It is ideally suited for the trainee confectioners. Nowhere else do you get a comparable overview of your own industry. Everyone returns home, filled with hundreds of ideas for daily life and business. All in all this year's iba managed to convince with a much larger range of products for confectioners. My personal highlight was awarding prizes for the wedding cakes made by journeymen.”

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