



2023  
22. – 26.10.  
Munich  
[www.iba.de](http://www.iba.de)

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



**‘THE BIGGEST THING  
THAT THERE IS  
IS THE UNIVERSE.’**

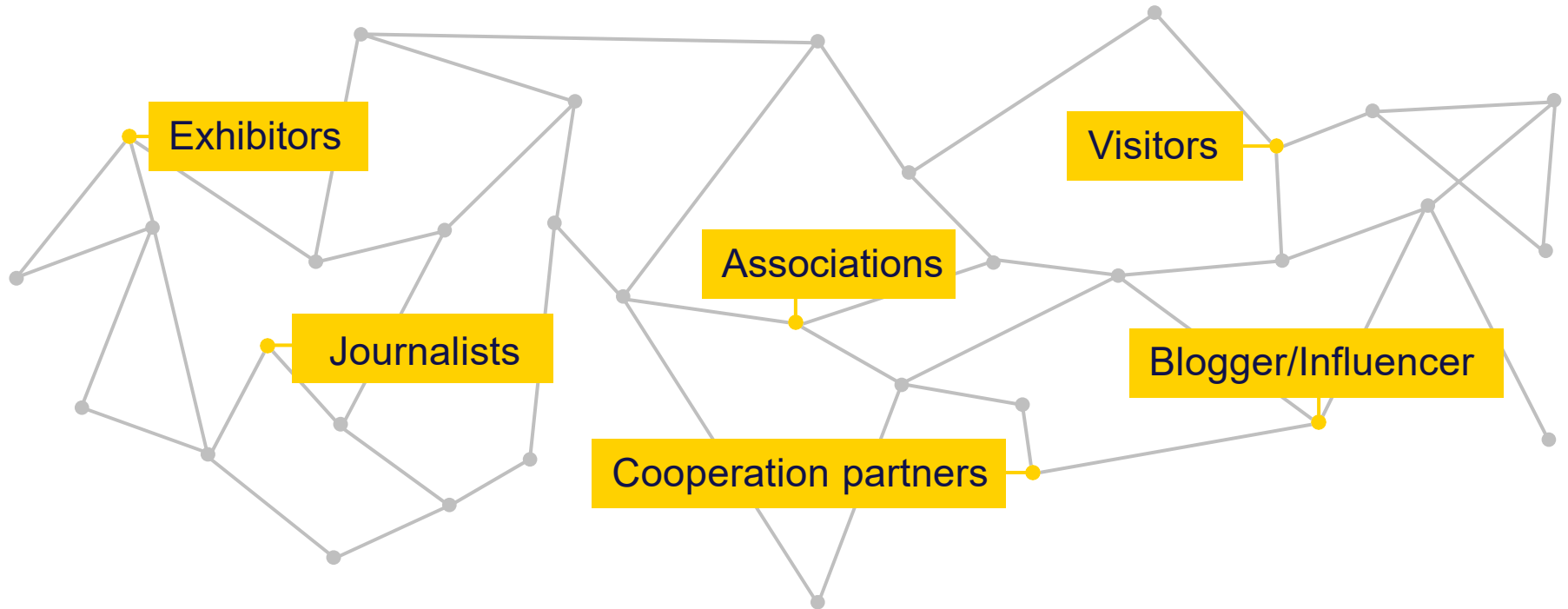
DR DOMINIC WALLIMAN, QUANTUM PHYSICIST



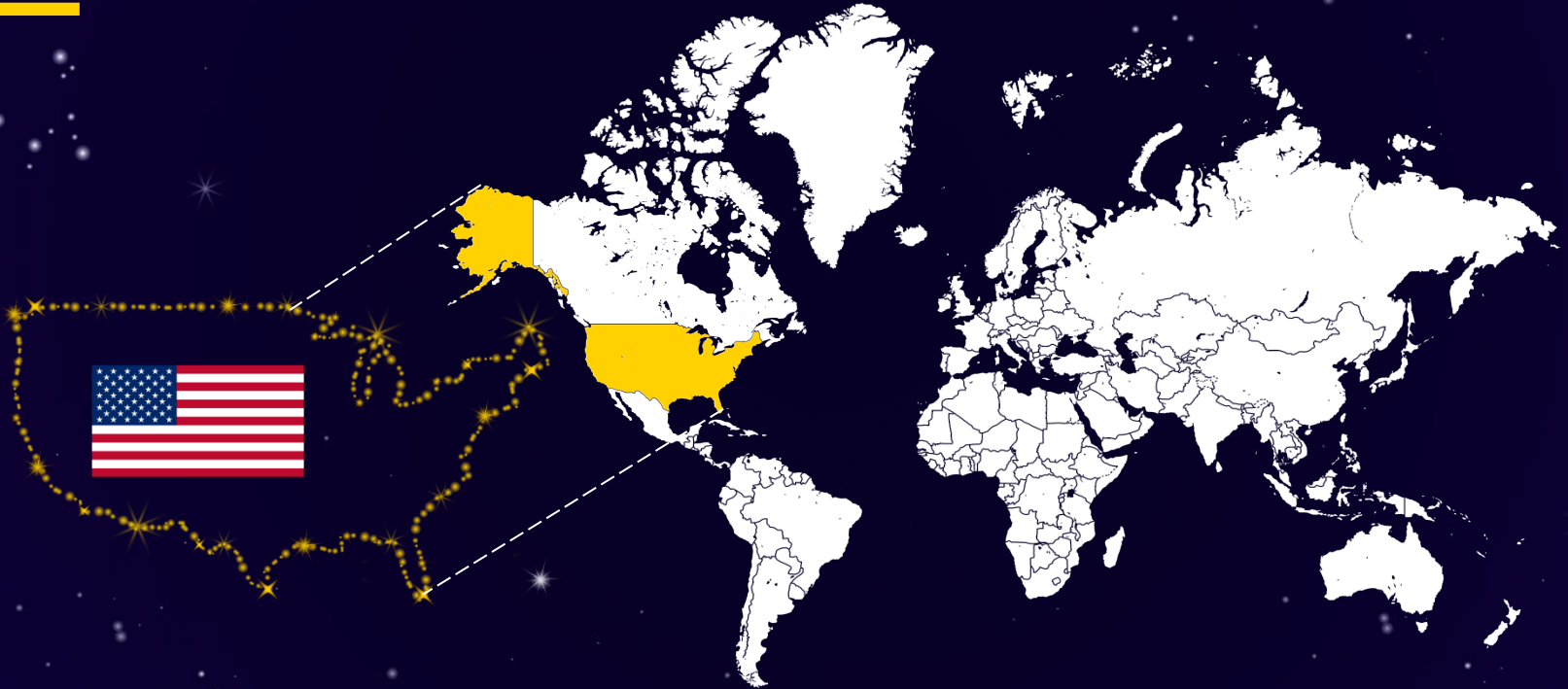
iba IS

**THE GLOBAL GATHERING OF  
BAKING INDUSTRY EXPERTS  
IN A UNIQUE DIMENSION  
AT THE HIGHEST PROFESSIONAL LEVEL.**

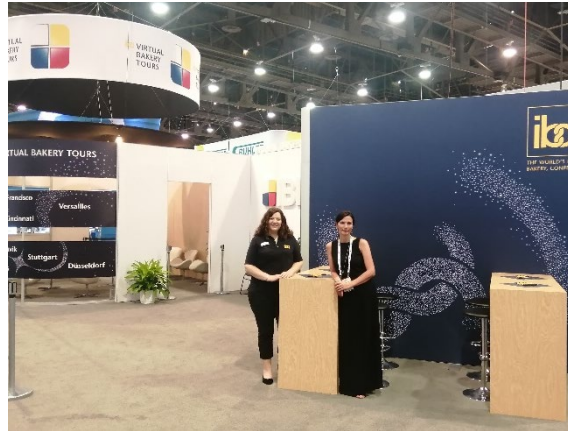
## iba creates the right connections



Infinite expanses. And you in the middle of it all.  
Welcome USA!

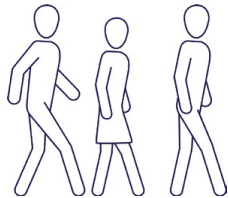


# Welcome USA: An important point on the iba map of success



## A great honour every time: visitors from the USA at iba

---



Rise in numbers of visitors from the USA

**2012**

**2015**

**2018**

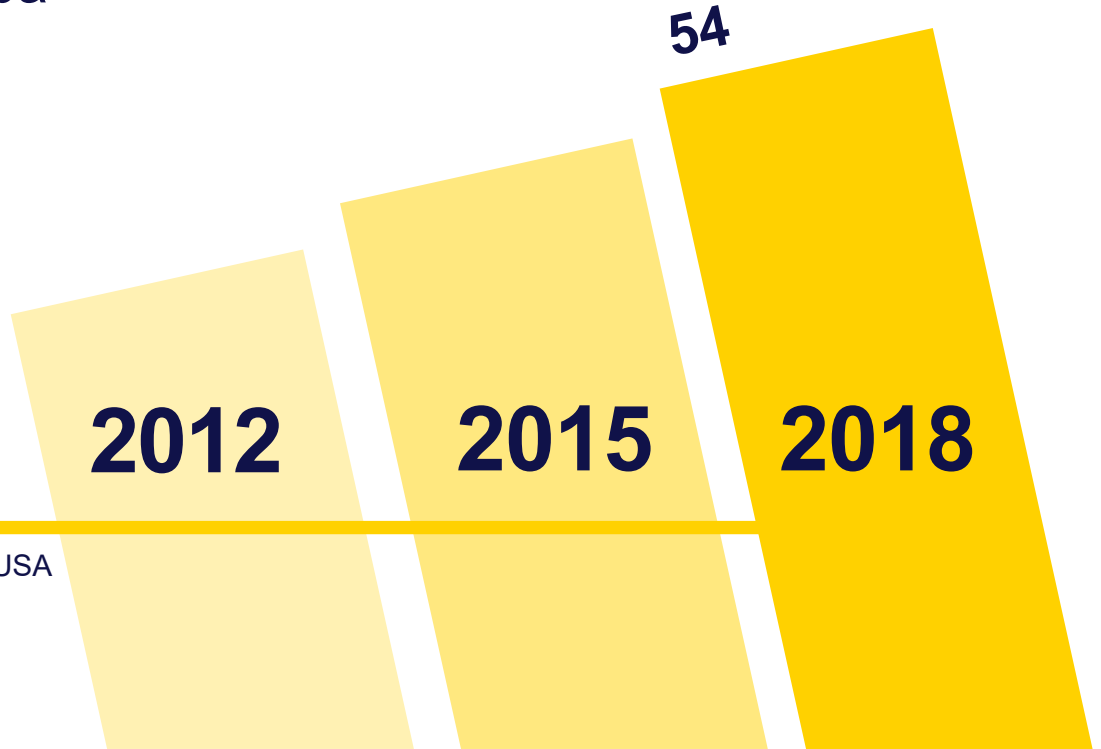
**1.433**

A great honour every time:  
exhibitor from the USA at iba

---



Rise in numbers of exhibitors from the USA





# Michael Wippler

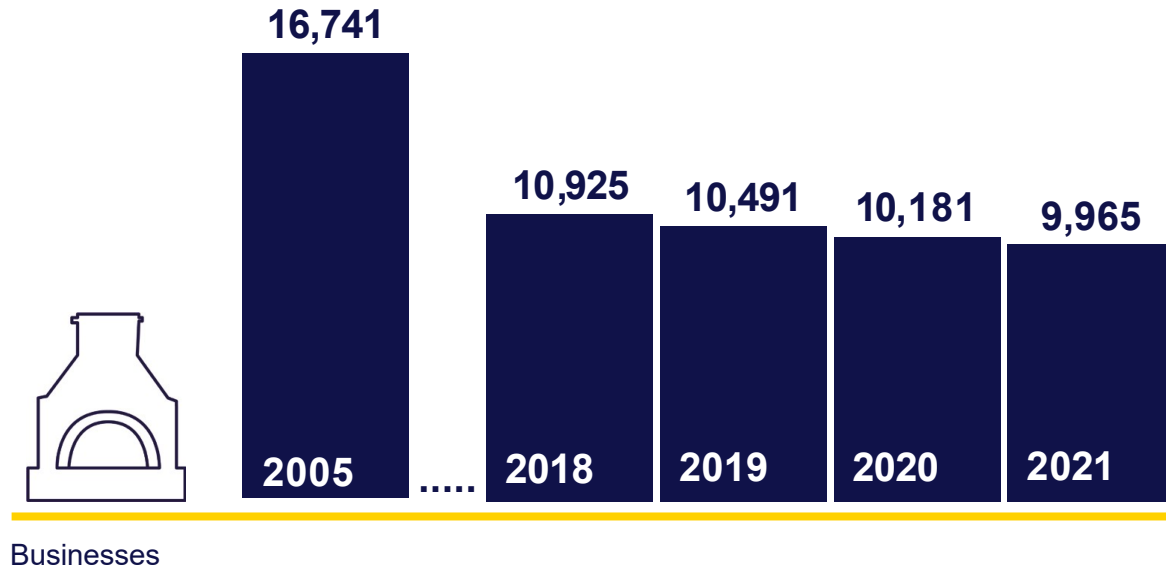
President of the Zentralverband des Deutschen Bäckerhandwerks e.V.  
(German Bakers' Confederation)

IDENTIFY.  
CHANGE.  
DEVELOP.

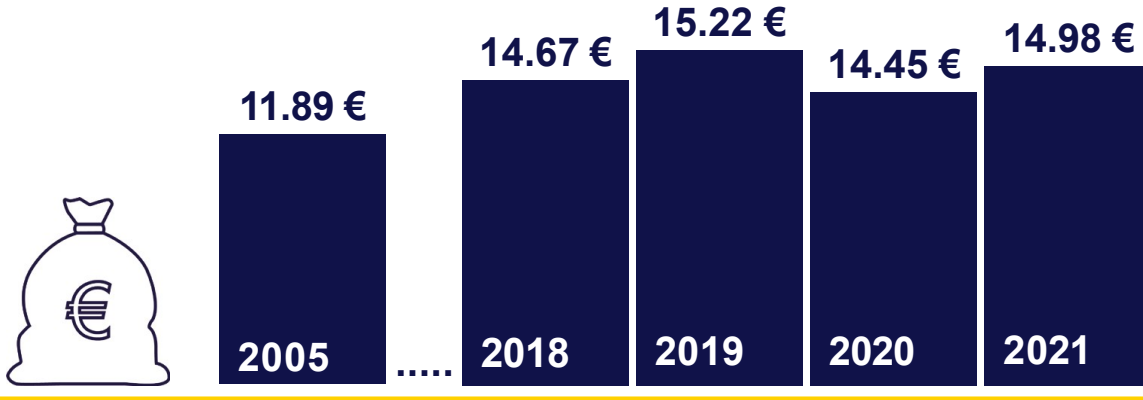
FOR FUTURE FULL  
OF OPPORTUNITIES.



# Concentration continues: number of businesses in Germany falls



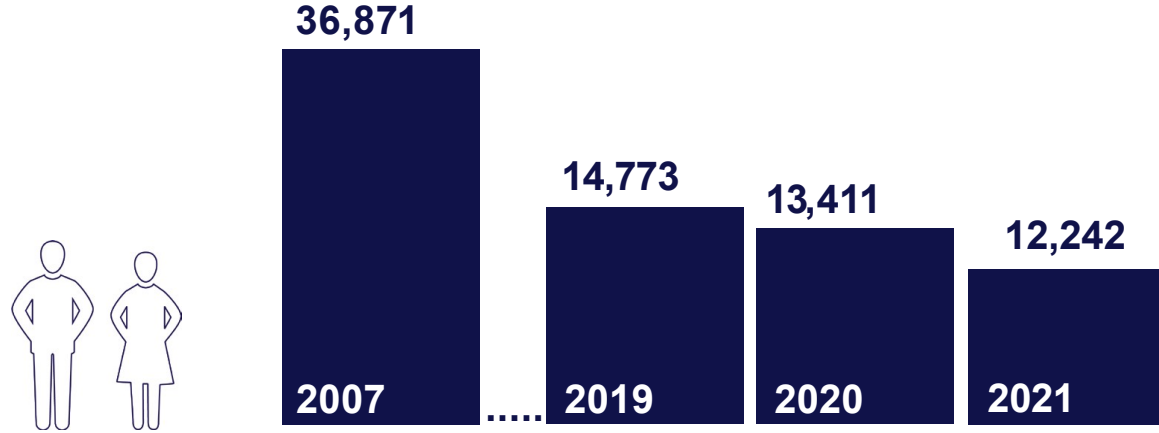
# Development in turnover generated by German bakers



Turnover in bn



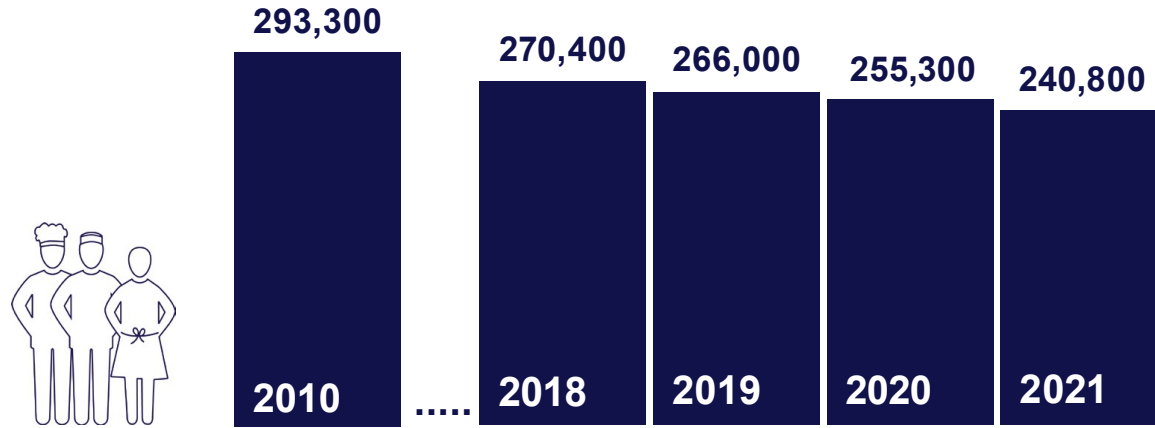
# The young people of today: promoting the next generation



The number of apprentices in Germany has more than halved over the last ten years.



## Slight decline in number of employees



# Size affects turnover: how turnover is distributed between businesses

Number of companies



Distribution of turnover

# What influences the baking industry?

## Topical themes of change



Sustainability



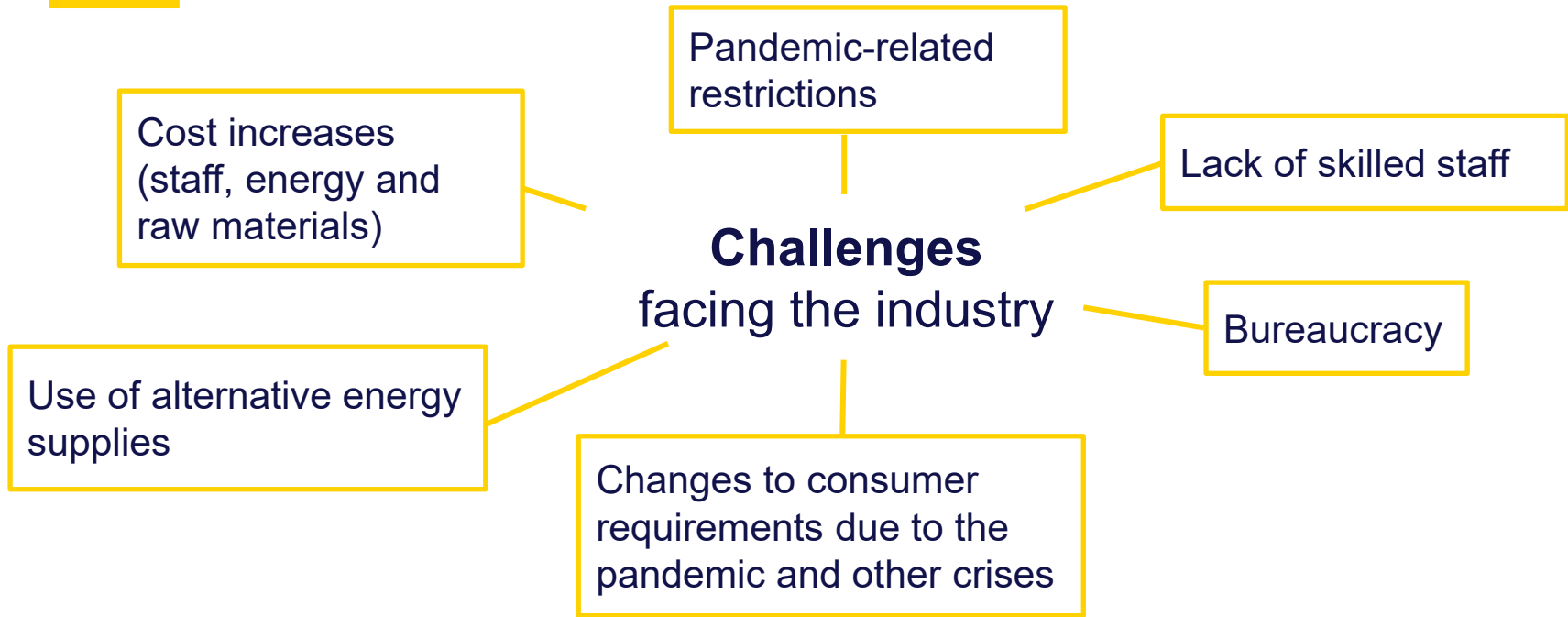
Digitalisation



Alternative raw  
materials



# What influences the baking industry?



# Susann Seidemann

Exhibition Director iba

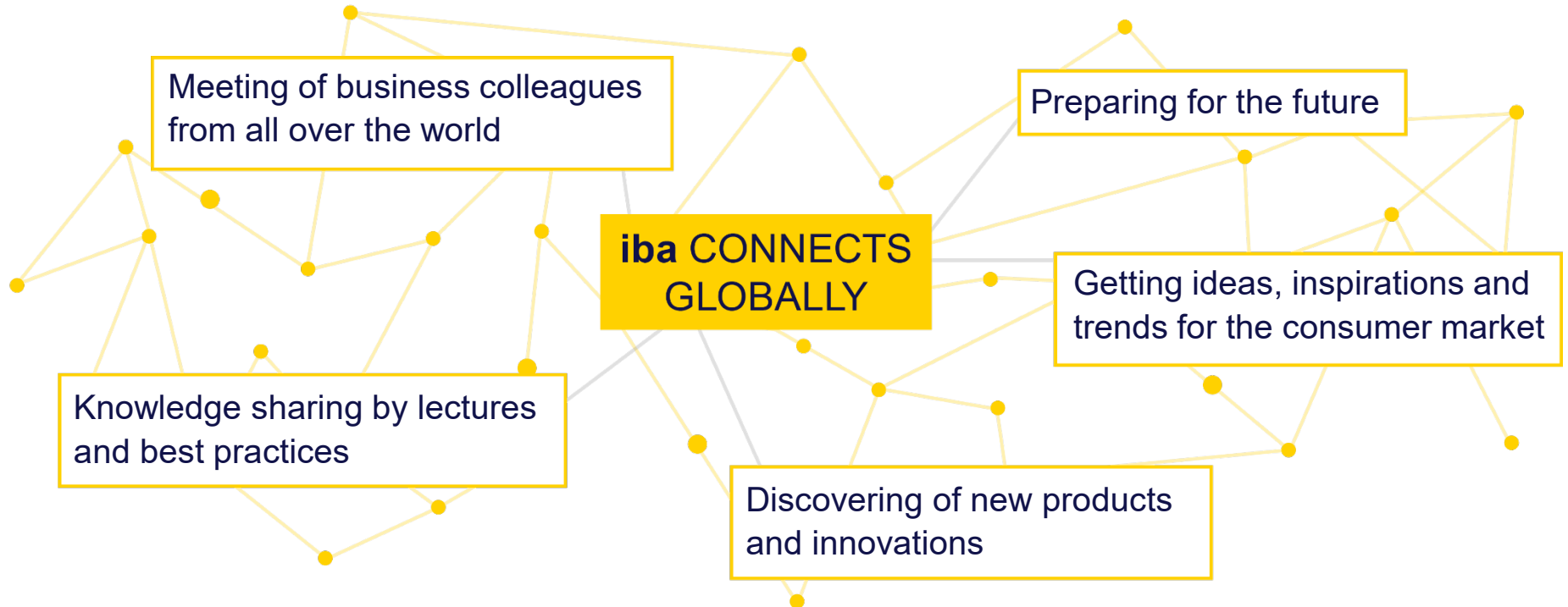
A MEETING POINT FOR  
ALL THE SECTOR'S EXPERTS:

**BRINGING TOGETHER  
WHAT BELONGS  
TOGETHER.**

# EXHIBITORS EXPECTATIONS TO iba



# EXPECTATIONS OF iba VISITORS

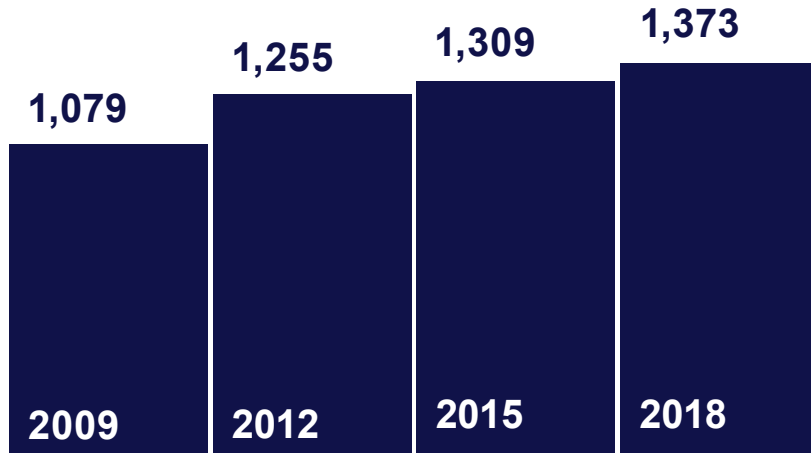


GOOD.  
BETTER.  
GREAT.

**iba**  
**IS LIKE**  
**NO OTHER.**



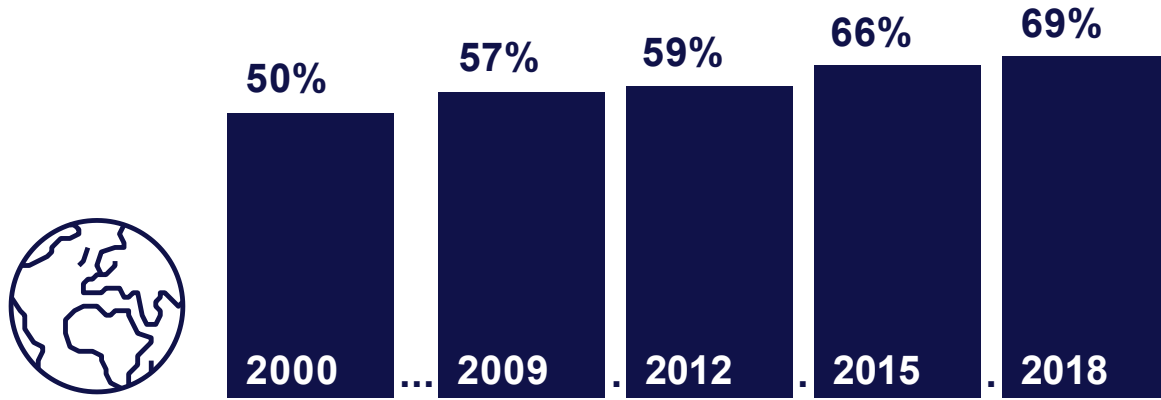
# Popularity & importance of exhibitors



Exhibitor growth



# Popularity & importance around the world



iba is becoming increasingly international





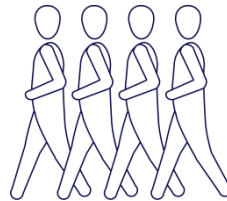
## Exhibitors from all continents



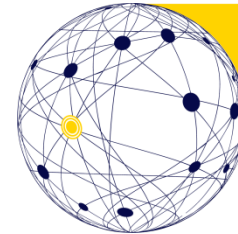
**iba UNIVERSE:  
THE HIGHEST  
PROFESSIONAL LEVEL.**



# Number of visitors 2018



Visitors  
**77,020**

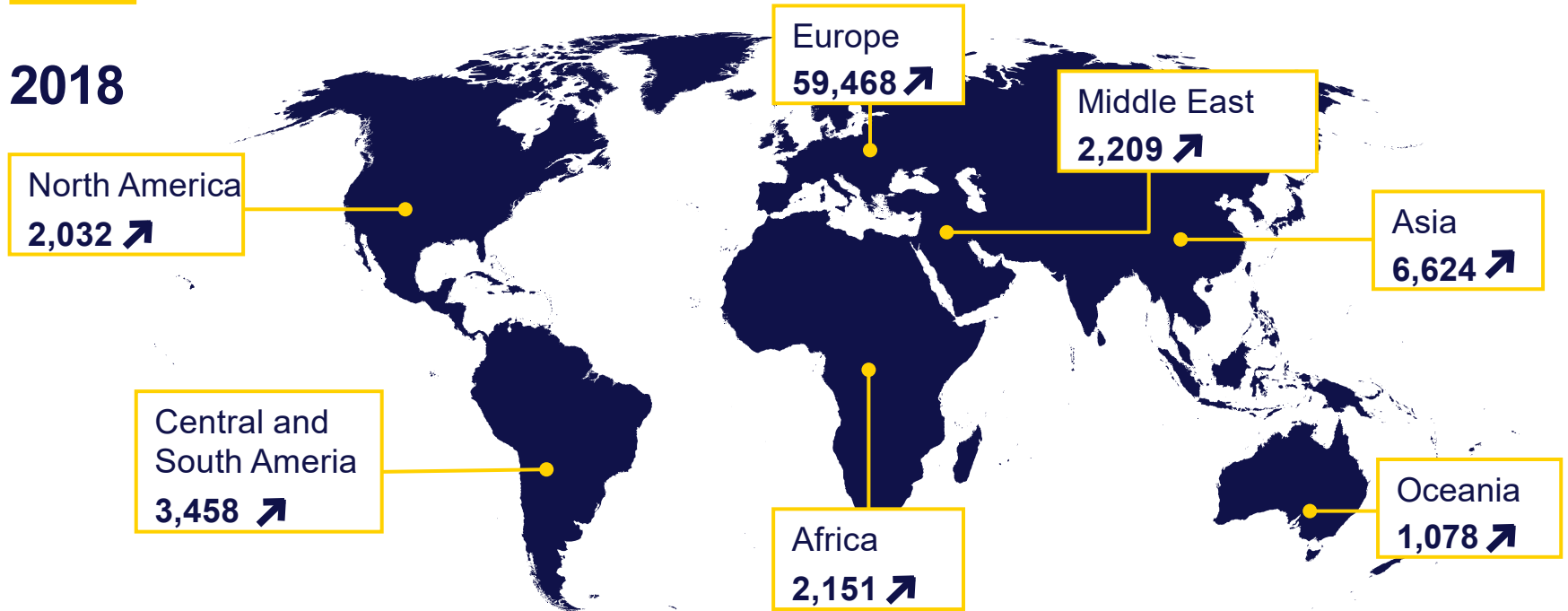


COUNTRIES  
**173**

- Germany
- Italy
- Russia
- Austria
- Spain
- Poland
- China
- Netherlands
- USA
- Ukraine

# Trade visitors from all continents

2018

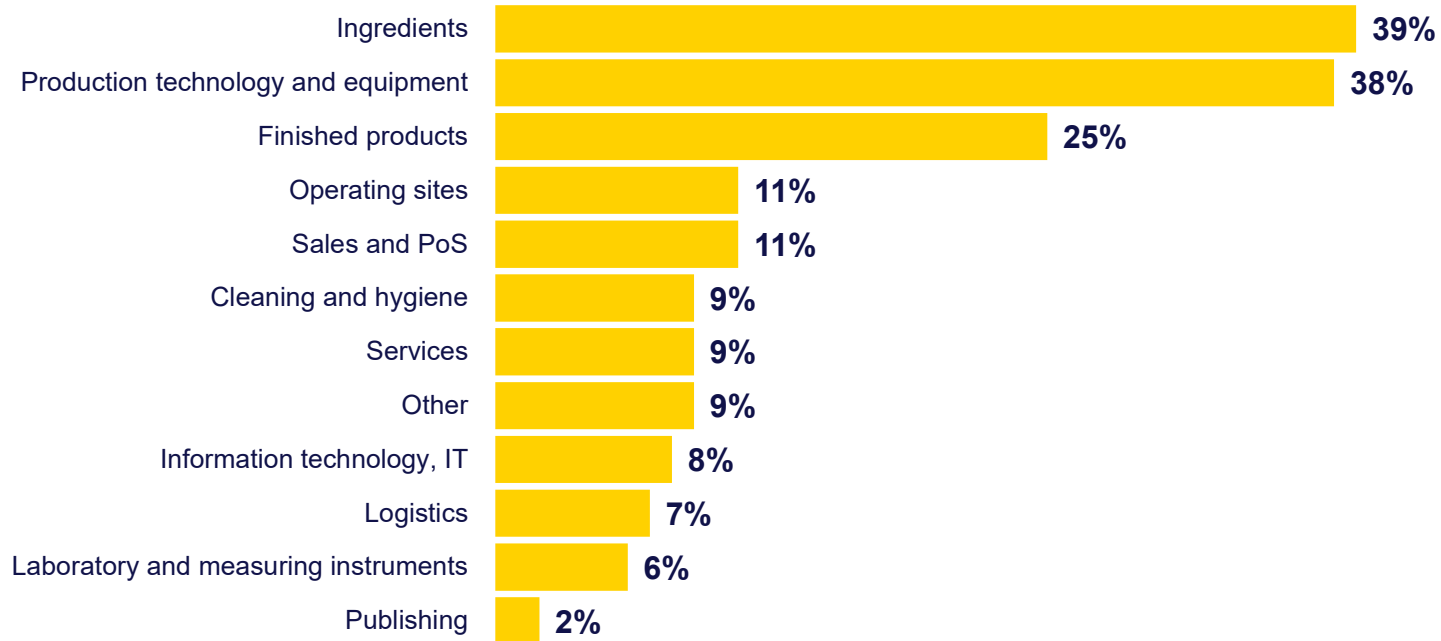


# Global enthusiasm: visitor groups from all over the world

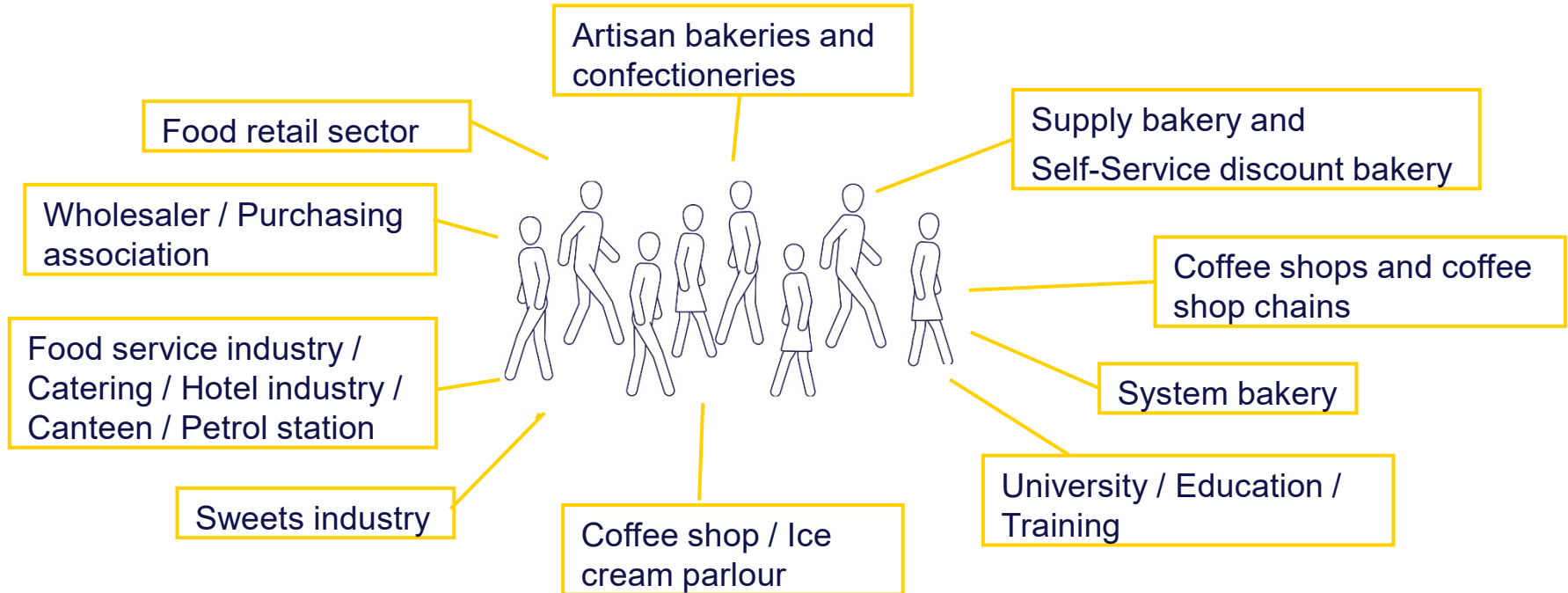
Visitor groups from Australia, Argentina, India and Taiwan



## Visitor interest according to product ranges



## Visitors: expertise from the widest variety of segments



## Spotlight on the CEO: iba also focuses on top-level management

**82%**  
of visitors

say: “We make our purchasing decisions in-house.”

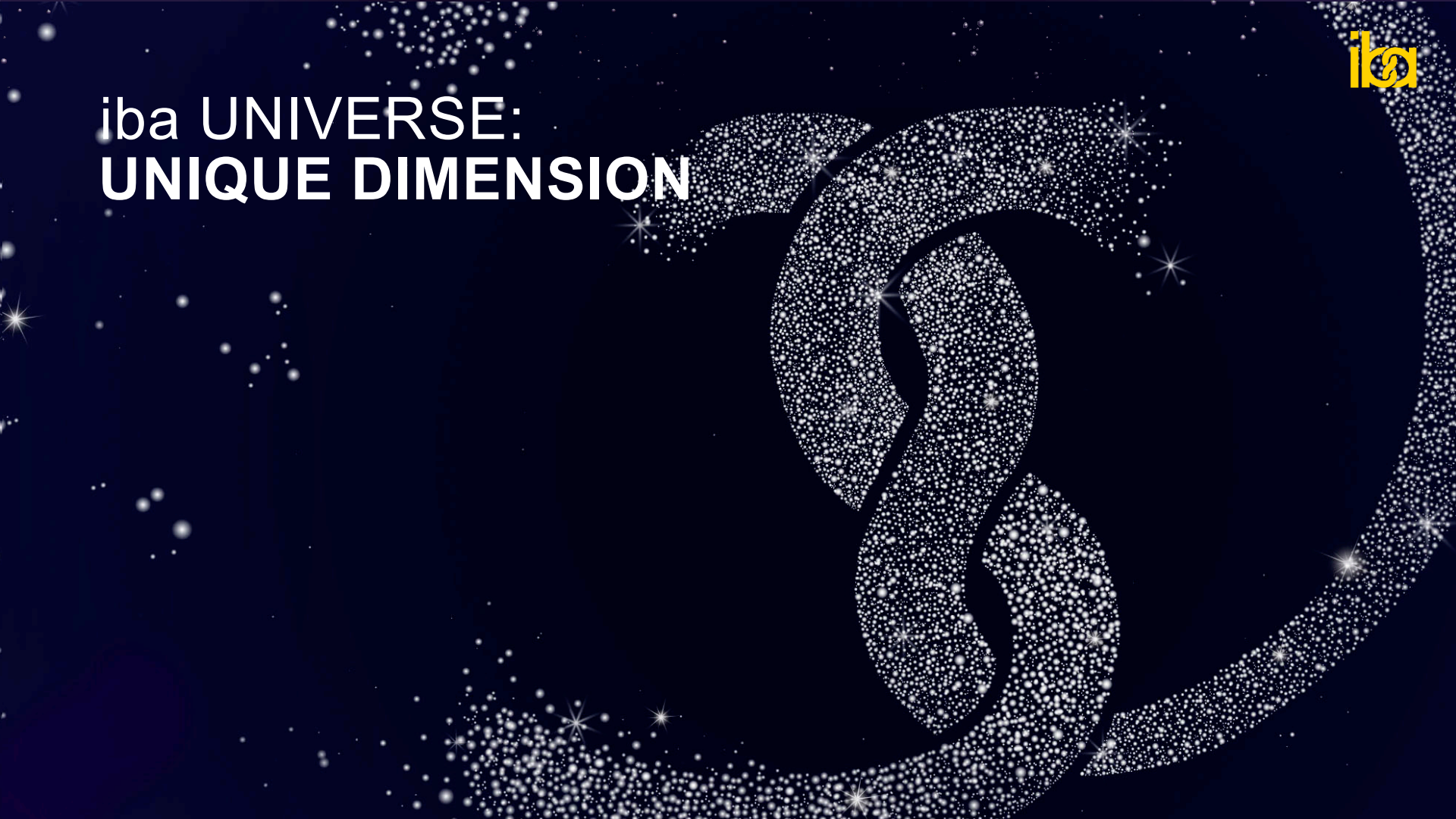




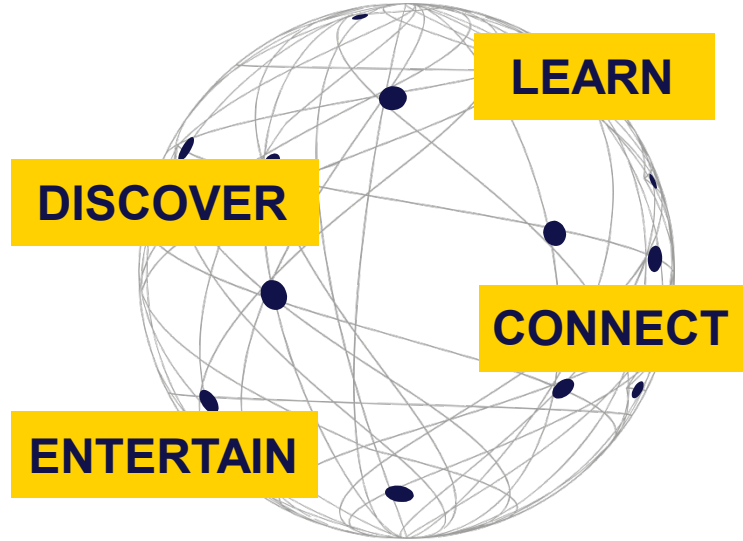
# Daniel Schneider

Managing Director of the Zentralverband des Deutschen Bäckerhandwerks e.V.  
(German Bakers' Confederation)

iba UNIVERSE:  
**UNIQUE DIMENSION**



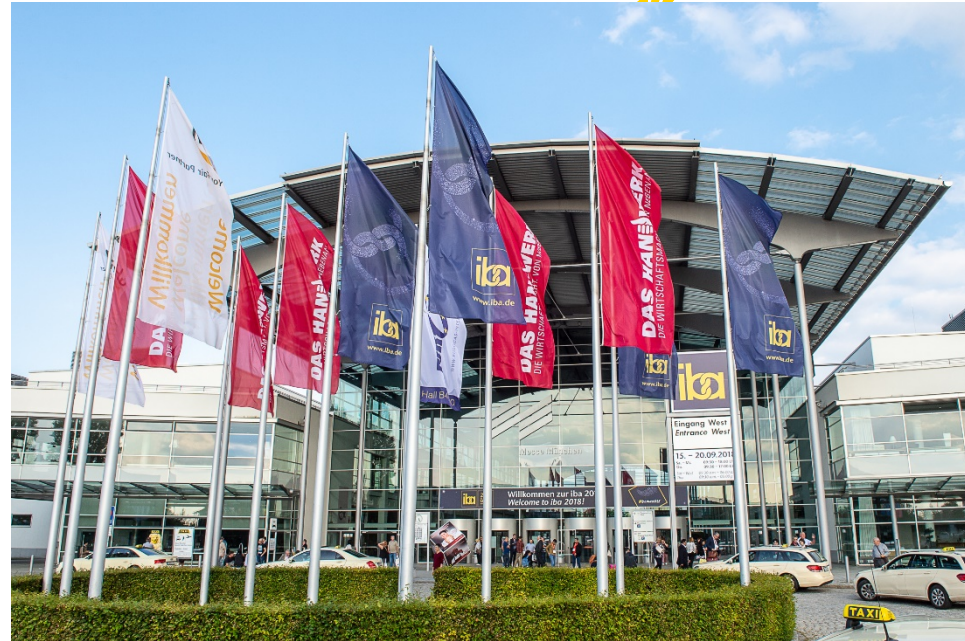
# iba UNIVERSE



For outstanding achievements

The industry's biggest gathering of experts

structured by areas of interest



# Fascinating diversity as a mirror of the industry



## Innovation within reach: spectacular live demonstrations



**Big & Great:** Nowhere else do so many exhibitors show their machines in action

# Centre of excellence: iba.FORUM

Top speakers engage  
iba experts with industry-related topics.



## Centre of knowledge: iba.SPEAKERS CORNER

Talks on national and international topics by associations, experts and exhibitors supplement the iba trade visitors' broad spectrum of knowledge.





# iba.ACADEMY

Attendees of iba.ACADEMY learn how to make traditional German cheesecake and pretzels and are awarded a certificate at the end!

The seminars are conducted in English, held twice a day, once in the morning and once in the afternoon.



# Tortilla Industry Association Europe Conference

## About Tortilla Industry Association

- Fastest Growing Sector of Baking
- \$20 Billion USD worldwide

## Partnering with iba for 2023 and Co-Locating at Munich Trade Center

- Educational Sessions for 2 days
- Networking Events
- Attendees from 18 countries



## Journeys of discovery into the universe of German bakeries

- Organisation: Landesinnungsverband für das bayerische Bäckerhandwerk (Bavarian bakers' guild)
- Visits of bakeries in Munich and surrounding regions

For contact details and further information:  
[www.iba.de/seminars-and-bakery-tours](http://www.iba.de/seminars-and-bakery-tours)



# Exceptional quality and skills: the iba.UIBC CUP

- “Crème de la Crème” of master bakers
- Internationally renowned top-level exhibition



# iba. **VIRTUAL BAKERY TOURS:** No matter when, no matter where - always wow!



# iba.OKTOBERFEST

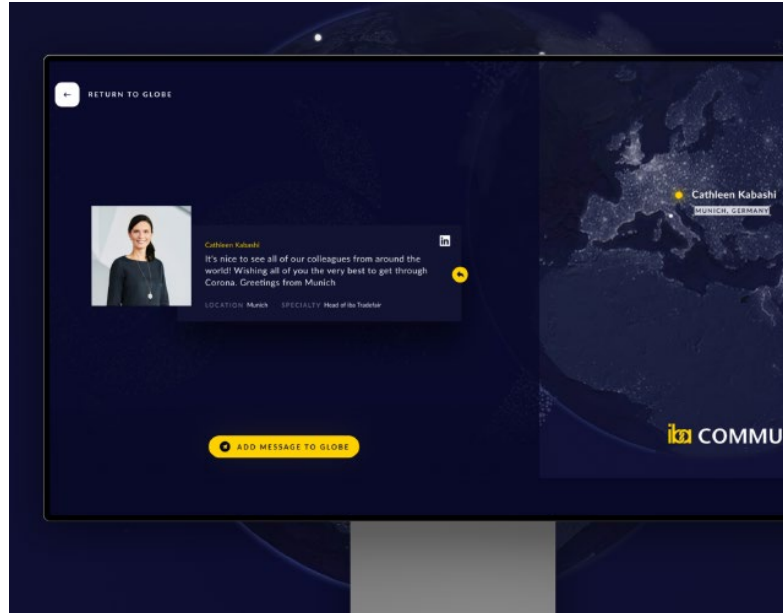


## iba - the networking platform for experts

---



# iba.COMMUNITY





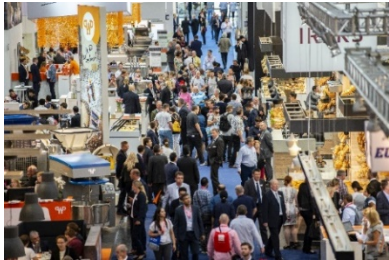
DIVE INTO  
FANTASTIC  
WORLDS.

WITH CURIOSITY.  
INNOVATIVE SPIRIT.  
ENTHUSIASM.

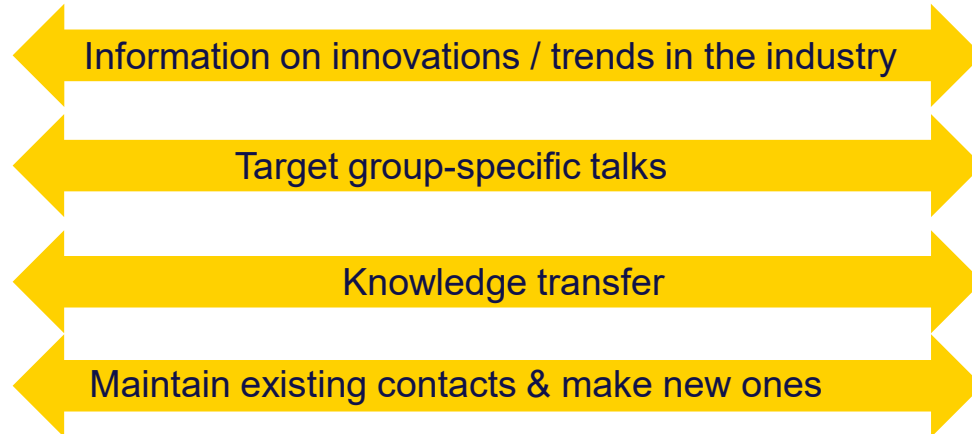


# iba – the meeting point for the industry

## Live



## Digital



## iba knowledge partnerships

From the industry for the industry:

iba as the industry's number one knowledge provider worldwide and all year round

2022






IMPULSANDO LA INDUSTRIA DE

PANADERIA REPOSTERIA PIZZA

**BRAND-NEW:**

**MORE STRUCTURE  
FOR YOUR SUCCESS.**



# NEW: iba expands iba.TOPICS with focus topics



Food Trends



Artisan Bakery



Health



Sustainability



Industry 4.0



Turnkey Solutions



Quality Management

# Four wins: iba 2023 bundles the top four areas of interest



Artisan Bakery



Raw materials and ingredients



Production technology

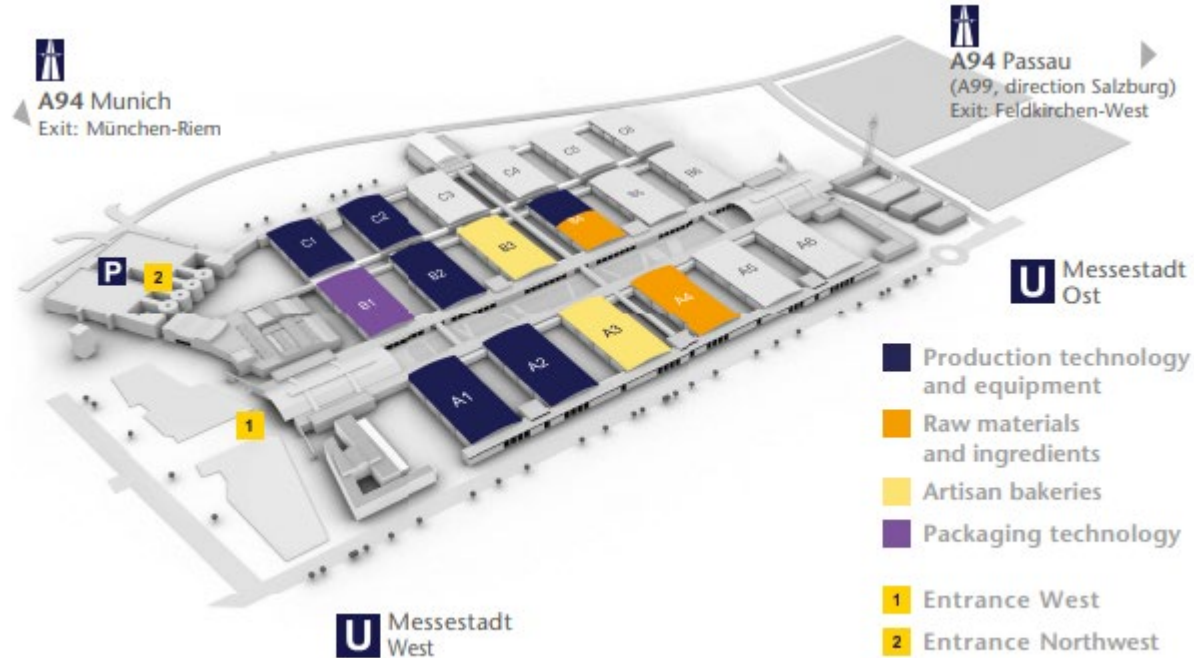


Packaging technology

**INFINITELY MUNICH:  
SPACE AND TIME OF  
THE IBA UNIVERSE.**



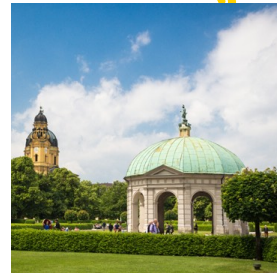
# Clarity, focus, overview: the new hall concept for iba 2023





## Experience magical moments in Munich

- Professional travel/hotel partners
- From choosing a room to tours around Munich
- Comprehensive organisation of bookings for travel groups (incl. sightseeing)
- For all details and support:
  - Contact your local iba office
  - [www.iba.de/aufenthalt](http://www.iba.de/aufenthalt)



## New term. Same enthusiasm!

All the strength of iba, bundled and focused on **five days**:

22 - 26  
October  
2023



# QUESTIONS, WISHES, DETAILS?

## We look forward to your messages!

---



**Your contact to the iba universe:**

Susann Seidemann

✉ [seidemann@ghm.de](mailto:seidemann@ghm.de)

[in linkedin.com/in/susann-seidemann](https://www.linkedin.com/in/susann-seidemann)

## Organiser



Your Fair Partner

## Ideal sponsor and partner



Zentralverband des  
Deutschen Bäckerhandwerks e. V.  
[www.baeckerhandwerk.de](http://www.baeckerhandwerk.de)

## Professional partners



Internationale Union  
der Bäcker und Konditoren  
[www.worldbakersconfectioners.org](http://www.worldbakersconfectioners.org)



Deutscher Konditorenbund  
[www.konditoren.de](http://www.konditoren.de)



Verband Deutscher  
Großbäckereien e. V.  
[www.grossbaecker.de](http://www.grossbaecker.de)

WE LOOK FORWARD  
TO YOU!