Come to invest
Visitor industry segments

- Artisan bakery and pastry shop
- Bakery chain and system bakery
- Supply bakery
- Self-Service discount bakery
- Food retail sector
- Sweets industry
- Food service industry, catering, hotel industry, canteen, service station chain
- Wholesaler and purchasing association
- Coffee shop and coffee chain
- Café and ice cream parlour
- University, education, training

Gravitational attraction
Trade visitors from every continent

<table>
<thead>
<tr>
<th>Region</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>2,032</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>59,468</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle and Near East</td>
<td>2,209</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>6,624</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central and South America</td>
<td>3,458</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>2,151</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>1,078</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

Exhibitor growth
Popularity & importance in a constant upward trend

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1,079</td>
</tr>
<tr>
<td>2012</td>
<td>1,255</td>
</tr>
<tr>
<td>2015</td>
<td>1,309</td>
</tr>
<tr>
<td>2018</td>
<td>1,373</td>
</tr>
</tbody>
</table>

Like a universe of infinite possibilities
A galactic diversity of exhibitors’ innovations

- Raw materials and ingredients
- Frozen products
- Food service and equipment
- Production technology and equipment
- Pasta, pizza and tortilla production technology
- Packaging technology
- Logistics
- Shop fittings, furnishings and sales
- Cleaning and hygiene
- Energy, ventilation and air-conditioning technology
- Laboratory and measuring instruments
- IT, Information technology
- Services
NEW HALL LAYOUT
endlessly FOCUSED – endlessly ADVANTAGEOUS

The new hall layout provides the perfect opportunity for you to come into contact with your target audiences even more effectively.

iba facts

Dates: Sun, 24. – Thurs, 28. October 2021
Opening hours: Sun – Wed: 09:30 a.m. – 06:00 p.m.
Thurs: 09:30 a.m. – 05:00 p.m.
Venue: Fairground Munich
Frequency: Every 3 years

Organiser

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iba@ghm.de
www.iba.de

The representative of iba in your country is available at:
www.iba.de/contact

Owner

Zentralverband des Deutschen Bäckerhandwerks e. V.
(German Bakers’ Confederation)
www.baeckerhandwerk.de

Supporting partners

Internationale Union der Bäcker und Konditoren
(International Union of Bakers and Confectioners)
www.worldbakersconfectioners.org

Deutscher Konditorenbund
(German Association of Confectioners)
www.konditoren.de

Verband Deutscher Großbäckereien e. V.
(German Federation of Plant Bakeries)
www.grossbaecker.de