

Packed WITH NEW OPPORTUNITIES

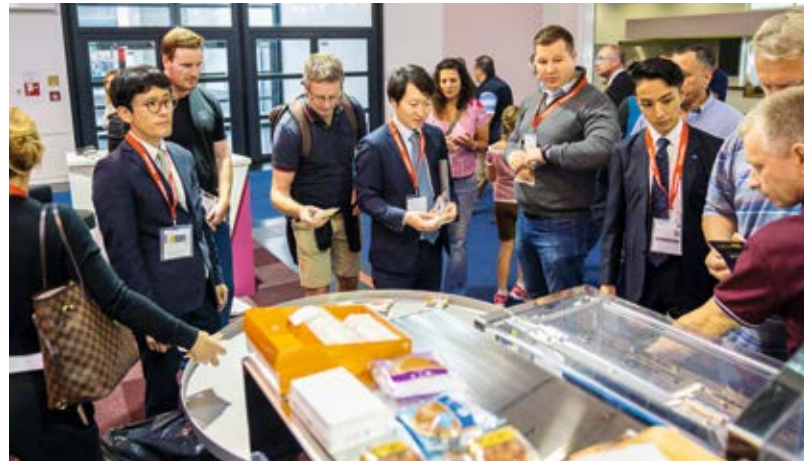
KEY TOPIC: PACKAGING TECHNOLOGY



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

iba is the global meeting point for experts in the bakery sector, with a unique dimension at the highest professional level. So for companies in packaging technology, it opens up a whole universe of success!

Numerous well-known industry players have already confirmed their attendance at **iba 2021**. Be a part of this **cluster of market competence**, and show off your innovations on the most important platform of the entire bakery industry.



BUSINESS IS BOOMING, WITH DEMAND INCREASING WORLDWIDE

- Trend for convenience products and to-go culture
- Storage is gaining in importance as sensitivity around food waste rises
- Consumers increasingly want 'green' packaging alternatives



PACKAGING TOPICS THAT WILL PACK VISITORS INTO iba:

- Food Safety
- Sustainability
- Smart Packaging
- Digitalisation/Industry 4.0



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.



Packed WITH NEW OPPORTUNITIES

KEY TOPIC: PACKAGING TECHNOLOGY



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



BRILLIANT BENEFITS OF iba

- **Themed halls:** The range of packaging technology topics will be clustered in **hall A6**
- **Greater thrust thanks to reduced duration:** Exploit the full visitor potential in 5 (rather than 6) days
- **Stage free for your know-how:** Presentation slots at **iba.SPEAKERS CORNER** specially for exhibitors from the packaging technology and packaging materials industry
- **The third quarter is the first choice:** Better time to assure trade fair planning in October
- **Fixed star Munich:** Ultra-modern fairground within easy reach of anywhere, popular tourist hot-spot

Wholesale bakeries, retail, food retail and confectionery industry

At iba, you will meet everyone your business depends on!

$\frac{2}{3}$ of all **visitors** come from **abroad**

82% are **decision-makers**, 63% are in a **management position**

Over **77,000** trade visitors



Reach for the stars of your success by exhibiting at iba 2021!

Your personal contact:
Sandra Furthmüller, Project Coordinator
P +49 89 189 149 184
furthmueller@ghm.de
www.iba.de/en/

- Packaging technology
- Production technology & equipment for long-life baked products
- Production technology & equipment
- Raw materials & ingredients
- Artisan bakeries
- 1 Entrance North for long-life baked products
- 2 Entrance East
- Iba OKTOBERFEST TENT

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.

