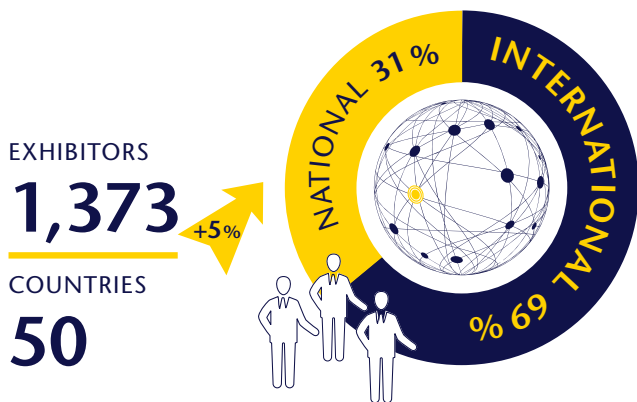


# endlessly UNIQUE



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

More and more exhibitor galaxies: iba universe is expanding thanks to its exhibitors.



TOP ratings with extra stars.

**85%**

of the exhibitors see iba as the most important industry trade fair



Exhibitors rate the high quality of visitors to their stands. (Five out of six stars)

**87%**

of the exhibitors say: „We will be back.“

Simply divine: Universal satisfaction of the exhibitors.

were able to ideally present their company and products and cultivate their image.

**92%**



**89%**

see good to very good chances of business opportunities after the trade fair.

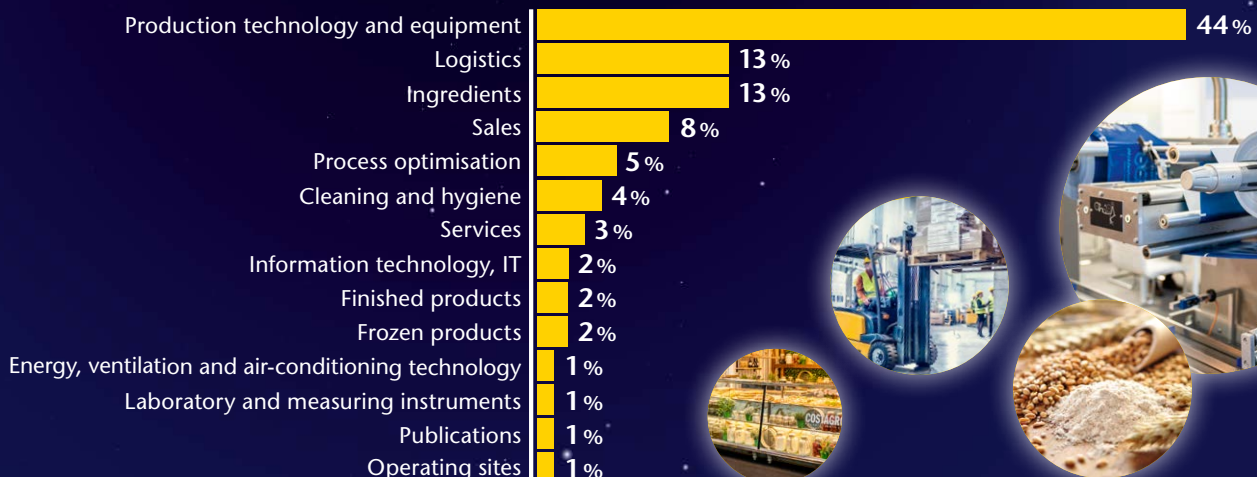
fully achieved their targets of generating new business and expanding their customer bases.

**86%**

**89%**

give iba top marks as the platform for fostering relations with existing customers and reinforcing business relationships.

Like a universe of infinite possibilities: a galactic diversity of exhibitors' innovations.



Presenting the entire universe of the baking and confectionery industry to the world.

The place to count your lucky stars: visitors to iba possess top-level investment expertise.

VISITORS

**77,020**

COUNTRIES

**173**



**82%**  
of the visitors

"We determine purchasing decisions in the company we work for."



From the "aha" to the "wow" effect. Knowledge transfer as the MAIN reason for visiting iba.\*

The triple appeal of iba: Exhibitors, ambience, offers.

Knowledge transfer through online lectures



**6,360**  
MINUTES

REGISTRATION FOR LECTURES  
**14,745**

**93%**

highly rate the internationality of the visitors.



**92%**

assess the uniqueness of its diversity in offers as excellent.

**95%**

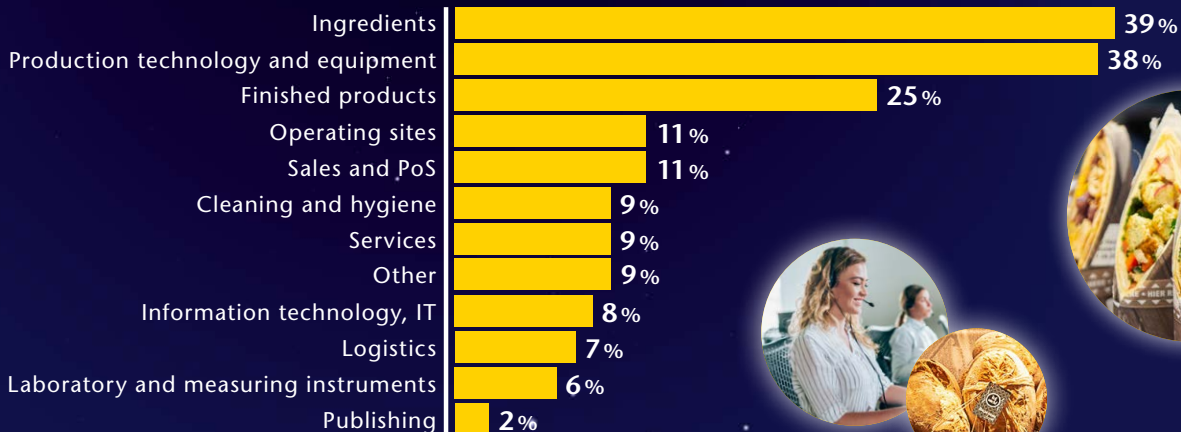
evaluate the quality of exhibitors as very good.

**84%**

name knowledge transfer, qualification and exchange of experience as the reason for their visit.

\*Source: iba.CONNECTING EXPERTS 2021

For the "Bigger Bang": visitors are delighted by the amazing diversity.



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.

[www.iba.de](http://www.iba.de)



#ibatradefair #iba2023



Your Fair Partner