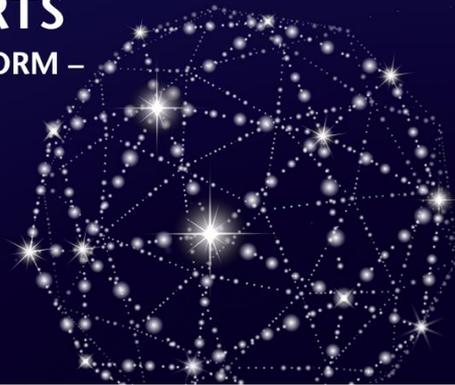


# **iba** CONNECTING EXPERTS

YOUR GLOBAL BUSINESS PLATFORM –  
ENDLESSLY INTERACTIVE

**25 – 28 OCTOBER 2021**

**connecting.iba.de**



## Press release

### **iba.Connecting Experts: a tried and tested concept with new features**

**Networking, lead generation and expert lectures: after a successful premiere, the knowledge and networking platform iba.Connecting Experts enters its second round from 25<sup>th</sup> to 28<sup>th</sup> of October 2021. The Gesellschaft für Handwerksmessen, the organiser of the iba global trade fair, offers the market a tried and tested concept with new impulses towards the end of the year.**

**Munich, 13<sup>th</sup> of September 2021** – In autumn, iba.Connecting Experts gives the baking industry the opportunity to present its innovations in the usual iba rhythm, and to network once again. This time, participants can exchange ideas with regular customers and new contacts over a full four days. The virtual space will set the course for the 2022 business year, and a live reunion at iba 2023.

### **Enhanced functions in autumn**

The four pillars CONNECT, DISCOVER, LEARN and ENTERTAIN, which proved to be successful in the spring, will again form the foundation of the digital event in autumn. Needs from the market were specifically addressed in order to take iba.Connecting Experts to the next level. Susann Seidemann, Director of iba, said: “We bring supply and demand together even more efficiently and individually. The new features are product demonstrations, the search for key topics and interest-based recommendations. In the future, visitors will be able to specify their interests when registering and thus receive precisely tailored recommendations for presentations, products or exhibitors – an added value for all sides.”

#### **Organiser:**

**GHM Gesellschaft für  
Handwerksmessen mbH**

#### **Press and public relations**

P.O. Box 82 03 55  
81803 Munich, Germany  
Paul-Wassermann-Str. 5  
81829 Munich, Germany  
T +49 89 189 149 164  
F +49 89 189 149 169

presse@ghm.de  
www.ghm.de

#### **Managers:**

Dieter Dohr (Chairman)  
Klaus Plaschka | Klaus Dittrich

Registry Court Munich  
HRB 40217  
VAT-ID No.: DE 129358691

#### **Ideal sponsor and owner::**

**Zentralverband des Deutschen  
Bäckerhandwerks e.V.**

President: Michael Wippler  
Managing Director:  
Daniel Schneider

zv@baeckerhandwerk.de  
www.baeckerhandwerk.de

## **The platform for innovation, global exchanges and trends**

Renowned industry experts are shaping iba.Connecting Experts. In particular, the innovation stands of DIOSNA Dierks & Söhne GmbH, Marel TREIF GmbH and VMI SA offer an insight into the future of the baking industry. Other exhibitors such as Somengil S.A. and MIWE Michael Wenz GmbH showcase sustainability and energy efficiency in the area of innovations. Tony Ventura, CEO of Somengil, said: "iba.Connecting Experts is the opportunity for us as an international exhibitor to safely present our sustainable and environmentally-friendly washing solution for bakery and confectionery companies in this exceptional year." After the premiere in spring, the industry can look forward to new developments from MIWE in autumn. Eike Zuckschwerdt, Head of Marketing at MIWE, said about their repeat participation: "Even in such times, we feel our customers' need for exchanges and inspiration. With the MIWE live baking center, our demonstration bakery, we have a perfect platform for this, but iba.Connecting Experts offers us the welcome opportunity to reach a much larger target group, and to present the new model year of our rack oven, the MIWE roll-in 2021, to the international public at our innovation stand."

## **Countdown for exhibitors: reunion and premiere**

For some it will be a reunion with new impulses, and for others it will be the premiere. The plant manufacturer Zeppelin Systems is one of the new exhibitors that will be virtually on board, and will contribute not only to product demonstrations but also a presentation to the programme. Dr. Christian Faber, Senior Technology Consulting, will present the topic: 'DymoMix: Pre-mixer for batch and continuously produced doughs for the bakery industry'. Ingo Pütz, Head of Sales Food Processing Plants, Zeppelin Systems, said: "iba.Connecting Experts is a great opportunity to showcase our products and innovations: from the presentation of our DymoMix for the bakery industry right through to the trend market for meat substitutes. Here we offer technologies for efficient processing." Exhibitors can register exclusively until 17<sup>th</sup> of September 2021 at <https://connecting.iba.de/> and contribute to the industry dialogue with a booth or a lecture. Visitors can now also register for free using the link [registration](#).

## **About iba**

iba - The world's leading trade fair for the baking and confectionery industry takes place every three years at Fairground Munich. The trade fair brings together all the products and technologies that are relevant to bakers and confectioners of all sizes, decision-makers from the bakery and confectionery industries and food retailers. The range of topics includes from raw materials, ingredients and frozen bakery products through production and packaging technology, process optimization and information technology to complete interior design of bakeries, pastry shops or cafés. More than 77,000 trade visitors from around 170 countries came to iba 2018. In total, over 1,300 companies exhibited.

### Press contact:

Julia Scharfenberger, Press and Public Relations Manager

T +49 89 189 149 164

F +49 89 189 149 169

[presse@ghm.de](mailto:presse@ghm.de), [www.iba.de](http://www.iba.de)

Publication free of charge - please submit a voucher

### Note to editors:

All press releases and photos on iba can also be downloaded from the Internet at:

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

LinkedIn: <https://www.linkedin.com/company/ibatradefair/>

Facebook: <https://www.facebook.com/iba.tradefair>

Instagram: <https://www.instagram.com/iba.tradefair/>

iba YouTube channel: [www.youtube.com/ibaMunich](http://www.youtube.com/ibaMunich)