

iba CONNECTING EXPERTS

YOUR GLOBAL BUSINESS PLATFORM –
ENDLESSLY INTERACTIVE

15 – 17 MARCH 2021

connecting.iba.de

Press release

iba.CONNECTING EXPERTS: With strong program highlights around the globe

Only a few more days left until the first global industry meeting of the year. For participants from already more than a hundred countries, everything at **iba.CONNECTING EXPERTS** from 15th to 17th of March 2021 will revolve around global networking, new business contacts, the presentation of innovations and products as well as expert lectures.

Munich, 09th of March 2021 – One platform and 72 hours of professional knowledge exchange: **iba.CONNECTING EXPERTS** is based on the construct of four pillars that bring together experts from all over the world interactively. 'Learn' stands for the supporting program and the exchange between experts, 'Connect' for networking and (new) business contacts, 'Discover' for discovering trends and innovations and 'Entertain' for infotainment related to the baking industry, such as virtual bakery visits around the globe.

In addition to networking and product presentations, the main focus at **iba.CONNECTING EXPERTS** is on specialist online lectures. Partners such as the International Baking Industry Exposition (IBIE) and exhibitors such as Lesaffre, GEA or Puratos contribute to the supporting program with online lectures while visitors and exhibitors alike receive new business impulses. Experts from various time zones will be giving talks on current topics, such as the use of robotic solutions for more efficiency in the operational process or clever concepts for the bakery trade of the future. Thus, 'Learn', as one of the

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four pillars of iba.CONNECTING EXPERTS, offers added value for all participants and provides the latest trends and specific recommendations to take action for the New Normal.

Program highlights from the industry for the industry

"The goal was to actively integrate partners and exhibitors into the supporting program in order to generate diverse and qualitative expert lectures from the industry for the industry. Renowned experts will address a wide range of relevant topics – from automation to baking production trends, logistics and packaging to the future of nutrition," says Cathleen Kabashi, director of iba.

The expert presentations will be available all around the globe in different time zones, either in German and/or in English, and are free of charge for all participants. During or partly after the lectures, there will be the opportunity to interact live with the speaker and thus to exchange further and to deepen impulses.

An excerpt from the program highlights is shown below. An overview of all online presentations including a complete selection of dates and the link to registration can be found [here](#) and at connecting.iba.de.

- **Gira – Medium and long-term impacts of Covid-19 crisis on the European bakery markets and players**

Gira will provide clear insight into the impact of the Covid-19 crisis at each level of the bakery supply chain: what will be the key bakery consumption trends, to which extent will consumer purchasing behaviors change and do we expect foodservice sectors to ever recover?

15.03.2021 – more time slots available online

18:45 - 19:15 (UTC+01:00) English

- **IBIE – Automation: Robotic Solutions for Efficiency and Labor**

The International Baking Industry Exposition will refer to using Robotics in food production facilities with regard to the increased need to reduce labor on production lines, increase social distancing and decrease

number of product touches from production through packaging and shipping.

16.03.2021 – more time slots available online

07:15 - 07:45 (UTC+01:00) English

- **Puratos – The future of bread lies in its past**

Join Puratos for a tour in one of the most unique places in the bakery world: In the sourdough library they are collecting and preserving this very unique heritage from the past.

17.03.2021 – more time slots available online

12:30 - 13:00 (UTC+01:00) English

- **GEA – The route to Zero Emission**

GEA will provide the main steps that GEA Bakery is taking towards implementing a greener production line while guaranteeing energy saving and focus on reducing the environmental impact of their ovens, as well as anticipating a new solution for a zero-emission goal.

17.03.2021 – more time slots available online

04:00 - 04:30 (UTC+01:00) English

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.

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