

# iba CONNECTING EXPERTS

YOUR GLOBAL BUSINESS PLATFORM –  
ENDLESSLY INTERACTIVE

15 – 17 MARCH 2021

## SUCCESS IN FIGURES

Participants from

131



countries worldwide

6,031



unique user within  
72 hours of  
iba.CONNECTING EXPERTS

5,340



direct interactions among  
the participants of  
iba.CONNECTING EXPERTS

3,480



minutes of knowledge  
transfer and innovation talks  
through online lectures alone

11,860



registrations for  
online lectures

1.1 Mio.

Follower\*  
(Social media reach)

\*accumulated reach  
of all iba.CONNECTING EXPERTS  
exhibitors



2,374

number of screens on which  
iba.CONNECTING EXPERTS was  
displayed at the opening day

