

For Immediate Release
13 December 2016



Hong Kong International Bakery Expo (IBE) creates business opportunities and gathered visitors from over 40 regions!

Hong Kong International Bakery Expo (IBE) ended with splendid success on 3 December 2016 at the Hong Kong Convention & Exhibition Centre (HKCEC). IBE 2016 is glad to have suppliers worldwide from Belgium, France, Germany, Japan, Korea, Singapore, Thailand, Taiwan, the UK, etc. to promote new trend and create business opportunities.

“IBE is positioned as a bakery trade hub especially for Asia. IBE is a forward looking show highlighting trend, creativity and new business opportunities.” said Mr. Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd, organizer of IBE. Over 24,000 visits from trade buyers from 40 countries and regions, such as Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Italy, Japan, Macau, Malaysia, Mexico, Holland, New Zealand, Russia, Korea, Taiwan, Thailand, the Philippines, Turkey and the UK, etc. have made their trip to IBE for sourcing, networking and evaluating the market opportunities.

This is the first time for Back Shop to exhibit at IBE and aim at promoting German Bakery technique and skills to Asia region. “IBE is a great platform to gather bakery professionals. We found the types of trade visitors at IBE are diversified, from coffee shop to bakery chained stores and distributors, we love to meet these clients.” said Mr. Andreas Wollge, Director of Sales Export of Back Shop.

Kenko Corporation from Japan introduced 2 new bread improvers at IBE. “After the 3 days expo, we can understand more about the customers’ needs and we are happy that our products are welcomed by the market. This is a good opportunity for us to showcase our brand and products at IBE” Mr. Takumi Tonozaki, General Manager of Kenko Corporation said.

World famous Belgium Chocolate brand - Puratos showed the innovative application of chocolate and patisserie. Mr. Lin Ying Yi, Regional R&D Manager Asia-Pacific, said “IBE is a stepping stone for us to explore Hong Kong and South-east Asia market, we received a lot of enquiries here and I think we have huge business potential in Hong Kong market.

Edible Artists Global Award (EAGA) ceremony was successfully held at IBE, EAGA unites edible artists around the globe to raise awareness of the edible arts. Ms. Catalina Anghel from Spain, one of the EAGA finalists, was inspired and said “This is a beautiful experience that I can meet artists from all over the world including Australia, Switzerland, Portugal, etc. We learn and share with each other. It is definitely worth to visit IBE”

There were more than 80 sessions of demonstration and workshops presented by international and local chefs. Renowned chefs from The Mira Hotel, Hyatt Regency Hong Kong, Sha Tin, Hong Kong Disneyland Hotel, etc. showed their support to IBE and displayed their masterpieces at the fairground with debut theme “Rainforest”!

Another highlighted event, Coffee Power Championship and Pop-up Coffee Talk have attracted thousands of audience to attend and shared with coffee professionals.



The next IBE will be held during 30 Nov - 2 Dec 2017 at HKCEC. More international and concurrent events are expected. Edible Artists Global Award (EAGA) unites edible artists from around the globe to raise awareness of the edible arts.

About the Organizer

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries including agriculture products, elderly-care, death-care, adult & health, etc. VES is headquartered in Hong Kong and works closely with different trade and government official bodies. For further show information or media enquiries, please contact the organizer.

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