

## Show Report 展會報告

- ✓ Over 24,000 trade visitors, delegates, associations, pastry chefs, culinary schools and bakery lovers from over 39 countries and regions e.g. Australia, Bangladesh, Belgium, Brazil, Brunei, Cambodia, Canada, Chile, China, Germany, France, Hong Kong, Honduras, Indonesia, India, Italy, Japan, South Africa, South Korea, Spain, Sri Lanka, Macao, Malaysia, Mongolia, New Zealand, Peru, Philippines, Russia, Singapore, Slovakia, Slovenia, Thailand, Taiwan, the USA, United Arab Emirates, United Kingdom, Vietnam, etc.
- ✓ 逾 24,000 來自超過 39 個國家及地區的買家、參觀團、協會、餅師、學院及烘焙愛好者。包括澳洲、孟加拉、比利時、巴西、汶萊、柬埔寨、加拿大、智利、中國、德國、法國、香港、洪都拉斯、印度、印尼、意大利、日本、南非、韓國、西班牙、斯里蘭卡、澳門、馬來西亞、蒙古、新西蘭、秘魯、菲律賓、俄羅斯、新加坡、斯洛伐克、斯洛文尼亞、泰國、台灣、美國、阿聯酋、英國、越南等。
- ✓ IBE received supporters from professional organizations including, Associazione Nazionale Cake Designers Italia ( ANCD ), Baking Association of Australia, Bakery Confectionery & Cake Workers Union, Hong Kong Bakery & Confectionery Association, Hong Kong Tourism Board, InvestHK, Italian Chamber of Commerce in Hong Kong and Macao, The International Federation of Pastry, Ice Cream and Chocolate (FIPGC), Hong Kong Professional Bakery and Confectionery Vocational Training Centre, Korea Bakery Association, etc.  
IBE獲得專業協會大力支持。包括意大利蛋糕設計師協會、澳洲烘焙協會、麵包糖果餅業食品職工會、香港烘焙專業協會、香港旅遊發展局、香港投資推廣署、香港及澳門意大利商會、意大利國際糕點冰淇淋和巧克力聯合會、香港專業烘焙職業訓練中心、韓國烘焙協會等。
- ✓ 89% of exhibitors found IBE 2015 effective in building relationship with clients.  
89% 的參展商認同 IBE 2015 有助建立與客戶及同業的關係。
- ✓ 85% of exhibitors agreed that IBE 2015 helped them to achieve their goals.  
85% 的參展商認同 IBE 2015 達到預期的參展效果。
- ✓ Over 75 sessions of concurrent events ran in parallel during the show period including sugarcrafts, chocolate, dessert demonstrations & workshops by international and local masters, live decorations, coffee competitions, themed display, etc.  
展會期間有超過 75 場糖藝、朱古力、甜點等示範及工作坊。由國際及本地著名大師示範及教授。並設現場蛋糕裝飾及咖啡比賽、專題展示等。
- ✓ Exhibition area of 8,800sqm, with exhibitors from Australia, China, France, Hong Kong, Indonesia, Italy, Japan, Korea, Macau, Malaysia, the Philippines, Singapore, Taiwan, Thailand, Turkey, Russia, Spain, United Kingdom, the USA, Vietnam, etc.  
展覽場地面積共 8,800 平方米。展商來自澳洲、中國、法國、香港、印尼、意大利、日本、韓國、澳門、馬來西亞、菲律賓、新加坡、台灣、泰國、土耳其、俄羅斯、西班牙、英國、美國、越南等國家及地區。



## Messages from Exhibitors and Trade Visitors 參展商 / 專業訪客的話

Mr. Koh, Director of Pastry Greater China Limited (Hong Kong 香港)

Exhibitor 參展商

"We had just set up 3 years ago and we are a new company in Hong Kong. IBE is beyond my expectation as we did not expect to meet so many customers. We have met very high end 5-star hotels, restaurants and also some key accounts from the market. It is a good occasion to be here and we are very happy to receive a lot of enquiries from the market."

"公司剛成立約三年，希望透過 IBE 進一步提高知名度及品牌形象。這個展覽超出我們預期的效果，很高興於 IBE 遇到很多來自五星級酒店、餐廳的商賈人士及管理層，並收到很多查詢，有助業務發展。"

Mr. Peter E. Sieber, Executive Director of Boncafé (Hong Kong) Limited (Hong Kong 香港)

Exhibitor 參展商

"We have had tremendous interest from the visitors and will be following up over the next couple of months. The show has been really a success. Next year we will join IBE again because it is a platform that opens a new channel for us than in other shows as the bakery platform is a new and growing industry."

"這次參展空前成功！我們收到大量有興趣買家的查詢，超出我們預期的效果，相信未來兩個月都會忙於跟進。我們下年必定會再次參加，因為 IBE 是一個有效的平台讓我們打入這個發展迅速的烘焙市場。"

Mr. Leo Chen, General Manager of Xiamen La Ribbons & Crafts Co., Ltd. (China 中國)

Exhibitor 參展商

"IBE is way beyond our expectation and we are very satisfied with it. We have met so many buyers from Hong Kong and also European restaurants and chocolate brands. We will definitely join IBE again next year and bring more customized products to meet the market needs!"

"這次參展超出我們預期的效果，非常不錯。遇到的買家來自香港及歐洲的飲食集團、巧克力品牌等。我們明年會繼續參加，並推出更多適合這個市場的產品，滿足客戶的需求。"

Ms. Ilse Hermans, Manager Asia of Vandemoortele (Belgium 比利時)

Trade Visitor 專業訪客

I work for one of the two largest bakery companies in Europe. This is the second time I have been visiting IBE. It is a really nice fair to get some ideas and trends. There are a lot of different products that people can source, and a lot of inspirations that people can take."

"我於歐洲兩大烘焙公司之一工作，這是第二次參觀 IBE。我在這裡了解到最新的市場趨勢及概念，產品種類多不勝數，目不暇給。"

Mr. Natah Harushe, General Manager of Eden Packaging (Israel 以色列)

Trade Visitor 專業訪客

"This show was very nice and interesting. Many kinds of companies from all over the world come here to promote their products. I have found many interesting packaging items here."

"我很滿意這次參觀，這裡匯聚了世界各地不同的參展商，還有很多新穎的烘焙包裝產品。"

Mr. Andrew Kibirige, Owner of Cake Angel (Uganda 烏干達)

Trade Visitor 專業訪客

"It is a very good place to meet suppliers in IBE. I was expected to meet a lot of suppliers with good product quality, and I am happy to found them here! I have seen so many trends here and new products that are very good for confectionery and bakery business."

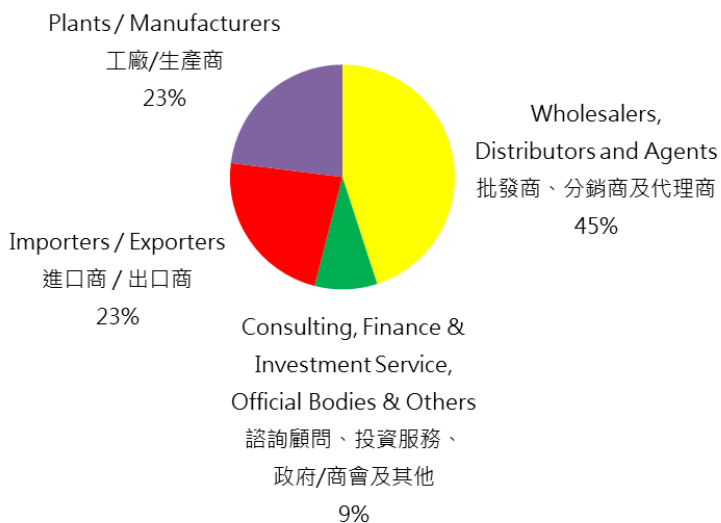
"我於 IBE 遇到很多優質烘焙供應商，了解到不同市場及產品趨勢，獲益良多！"



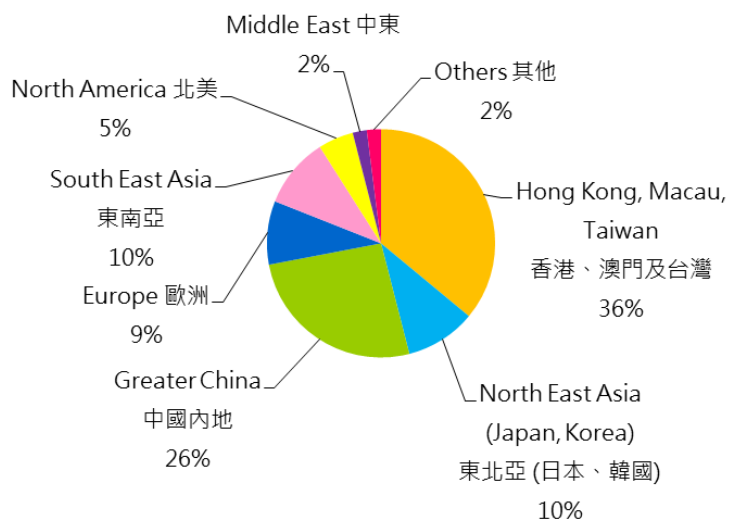
## Trade visitors from 39 countries and regions attended IBE 2015

來自 39 個國家/地區的買家及參觀團參與 IBE 2015 盛會

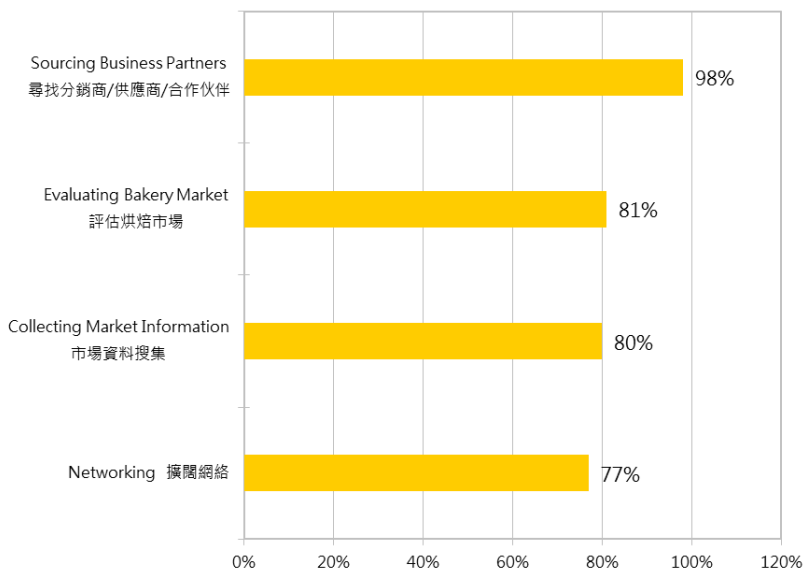
### Visitors Business Nature 專業訪客業務



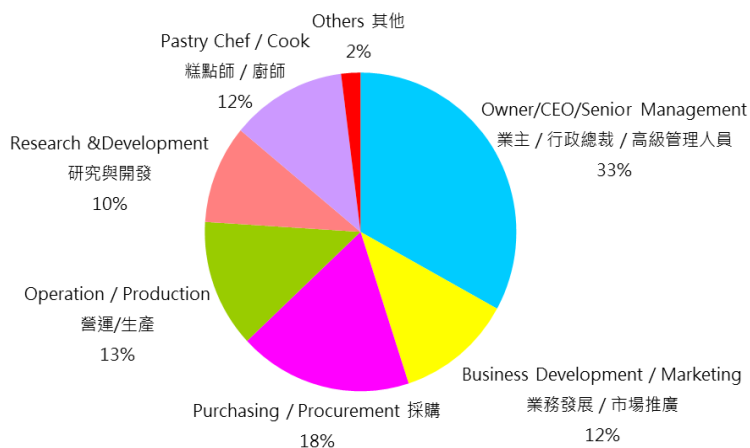
### Visitors Main Business Area 專業訪客業務



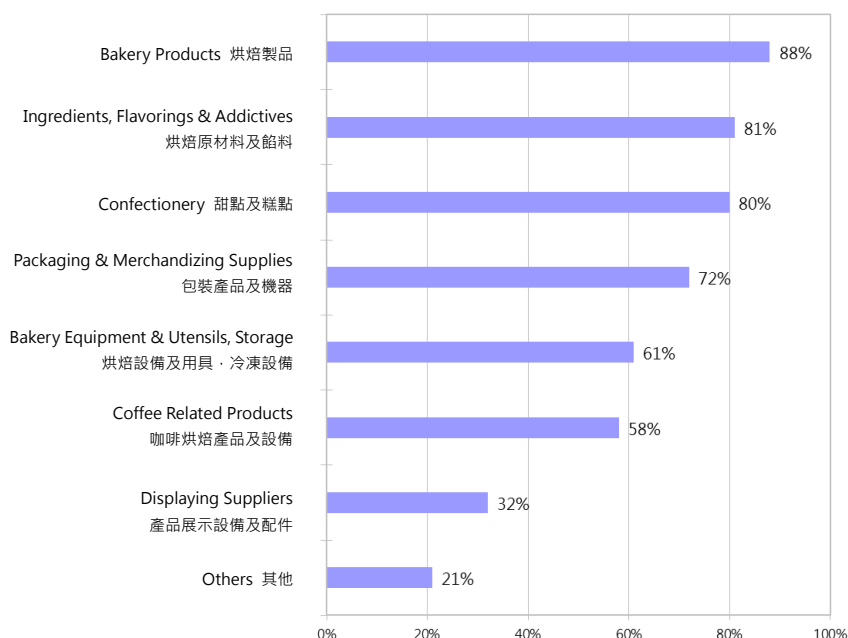
### Purpose(s) of Visiting 參觀目的



### Visitors Position Ranking 專業訪客職銜



### Interested Products Type 感興趣的產品



✓ 99% of visitors found IBE 2015 was beneficial to them and their business.

99%的觀眾認為 IBE 2015 對他們及業務上有幫助。

✓ 98% of visitors were finding business partners in IBE 2015.

98%的觀眾希望於 IBE 2015 尋找合作夥伴。

✓ 95% of visitors considered attending IBE 2016.

95%的觀眾考慮繼續出席 IBE 2016

IBE 2016 will be held from 1st – 3rd December 2016 at the Hong Kong Convention & Exhibition Center. To reserve your booth, please contact the organizer now!

香港國際烘焙展 2016 將於 2016 年 12 月 1-3 日假香港會議展覽中心舉行。如欲預訂展台，請即聯絡主辦單位。