



HONG KONG INTERNATIONAL BAKERY EXPO  
香港國際烘焙展

1-3/12/2016

Hong Kong Convention & Exhibition Centre

香港會議展覽中心

International Expo on Bakery, Cake, Pastry,  
Confectionery, Coffee, Art & Technology



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## Industry News 行業動態

### Global bread market on the rise

#### 全球麵包市場正急速興起

The global market for Bread is projected to reach **US\$198.7 billion** by 2020, driven by the growing demand for gluten-free bread against the backdrop of growing health concerns over gluten and carbohydrates presents in traditional white bread.

全球麵包市場預計於 2020 年將達到 **1987 億美元**，此為大眾比以往更注重健康，需求無麩質的麵包增加，以代替傳統白麵包中所含的麩質和碳水化合物。

Source 資料來源: Bread - A Global Strategic Business Report

### Bakery processing equipment market is expected to reach USD 13.62 Billion by 2020

#### 烘焙處理設備市場預計在 2020 年將會升至 136.2 億美元

The bakery processing equipment market is projected to grow at a CAGR of 7.3% from 2015 to 2020, to reach **USD 13.62 Billion** by 2020. The market growth is driven by an increased demand for bread, pastries, and other baked goods, growing demands for frozen bakery products, and advancement in manufacturing processes & technologies.

烘焙處理設備市場預計從 2015 年至 2020 年會以年均複合增長率 **7.3%** 增長，並將達到 **136.2 億美元**。市場的增長是由麵包、糕點、其他烘焙食品、冷凍烘焙產品的需求增加及製造過程與技術進步所帶動。

Source 資料來源: Bakery Processing Equipment Market - Forecast to 2020



### IBE - Hong Kong International Bakery Expo is 香港國際烘焙展是:

- the **ONLY** specialized bakery show in Hong Kong with a designated professional B2B trade platform 香港唯一一個專屬烘焙業界的專業貿易平台
- a face-to-face business matching and idea exchanging, networking opportunities 於亞太區內提升國際交流、促進行內商貿活動的機會
- an annual occasion for business planning of the coming year of Bakery, Cake, Pastry, Confectionery, Coffee, Art & Technology 是一年一度規劃來年麵包、蛋糕、西點、甜點、咖啡、工藝與科技發展趨勢的場合
- a **MUST** attend bakery event which gathers international buyers of bakery shop owners, food manufacturers, trading houses and agents, restaurants and hotels, food service and distributors, professional associations, bakery institutions, etc. 匯聚了訪家及買家來自全球，包括烘焙業經營者、製造商及供應商、貿易公司及代理、餐廳、食肆及酒店、食品服務及分銷商、專業協會、烘焙學校等行內人士

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