



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

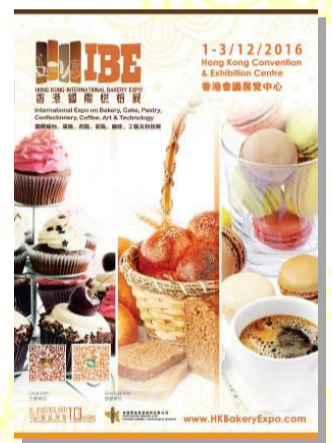


8 Reasons for joining IBE 8 個參與 IBE 的原因



1. **IBE** is growing **30%** every year representing a promising market.
2. **IBE** has a **Strong Cohesion** with the industry, international network reaching Greater China, Asia Pacific, Europe, the U.S, etc.
3. **IBE** is a **Hub of Professional Activities**, including competitions, demonstrations, and workshops attracting global artists, chefs, participants and audience. Over 75 sessions of business and technical workshops and demos were being held concurrently in 2015.
4. **IBE** is a **MUST Attend** bakery event which gathers major industry players, brands, chefs, traders, distributors, retail chains, hotels, media every year. It gathered international attendees from over **39** countries in 2015. e.g. Australia, Belgium, Brazil, Canada, China, Germany, France, Hong Kong, India, Italy, Japan, South Korea, Spain, Macao, Malaysia, New Zealand, Russia, Singapore, Thailand, Taiwan, the USA, United Kingdom, Vietnam, etc.
5. **IBE** is located at the strategic **International Trade Hub**, Hong Kong, which is the **World's Freest** Economy with **tax FREE** policy.
6. **IBE** is the **ONLY** specialized bakery trade fair in Hong Kong to **Preview** latest trend and products for the following year.
7. **IBE** is the **Springboard** to enter **Greater China** and **Asia Pacific Markets**.
8. **IBE** welcomes co-marketing and **collaborations** with organizations and companies from worldwide.

IBE 2016 Brochure
IBE 2016 宣傳冊子



JOIN NOW
我要參展

Be our Sponsor
我要贊助

1. **IBE** 每年增長 **30%**，市場潛力極大
2. **IBE** 擁有業界強大的**凝聚力**，國際網絡達至大中華、亞太區、歐洲、美國等
3. **IBE** 與業界緊密合作，今年舉辦超過 75 場**國際演示、比賽、工作坊**
4. **IBE** 是年度**必定參與**的國際烘焙展，匯聚國際業者、品牌、餅師、入口商、代理、分銷商、零售商、餐飲、酒店、媒體。IBE 2015 吸引了來自 **39** 個國家及地區的買家，包括澳洲、比利時、巴西、加拿大、中國、德國、法國、香港、印度、意大利、日本、韓國、西班牙、澳門、馬來西亞、新西蘭、俄羅斯、新加坡、泰國、台灣、美國、英國等
5. **IBE** 位於全球**最自由**經濟體系的香港，是知名的**國際貿易樞紐**，並享有**免稅**政策
6. **IBE** 是香港**唯一**的專業烘焙展，**預覽**下年度的最新趨勢和產品
7. **IBE** 是進入大中華區和亞太市場的**跳板**
8. **IBE** 歡迎與來自世界各地的組織及企業**合作**



Organizer 主辦單位:

Co-organizer 協辦單位:

Contact us 聯絡方法:



香港烘焙專業協會有限公司
HONG KONG BAKERY AND
CONFECTIONERY ASSOCIATION LIMITED

T: +852 2528 0062 | F: +852 2528 0072 | E: info@HKBakeryExpo.com | www.HKBakeryExpo.com