



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



Asia Pacific bakery market is expected to grow at 6.7% by 2020
亞太地區烘焙市場增長在 2020 年將會升至 6.7%

The global market for Bakery Products is projected to exceed **US\$485 billion** by 2020.

Asia Pacific ranks as the fastest growing market with a CAGR of 6.7%.”

全球烘焙貿易量預計在 2020 年達 485 億美元。亞太地區的烘焙市場的年均複合增長率 (CAGR) 為 6.7%。”

Source 資料來源: Global Industry Analysts, 2015



China's bakery market on the rise

中國烘焙市場正急速興起



Chinese bakery and cereals market will become the 2nd most valuable market by 2018. It is expected to reach a value of **\$47 billion** by 2018, largely driven by China's vast population.

中國烘焙食品 and 穀物市場將在 2018 年成為第 2 個最有價值的市場，預計將達到 470 億美元，主要是受到中國龐大人口的推動。

Source 資料來源: APAC Opportunity: The Trends Set To Drive Asia-Pacific Bakery Market Growth, Technavio

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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Japan's leading event for bakery and confectionery expo & conference will be held this summer in Tokyo, Japan!

日本大型烘焙及甜點展覽將於今個夏天於東京隆重舉行!

P&B Japan

PÂTISSERIE & BAKERY JAPAN

Patisserie & Bakery JAPAN (P&B JAPAN) is gathered in cooperation with famous chefs and patisseries. Where you can find advanced material and technology. Total number of attendees in 2015 was **over 30,000!**

This must be a big opportunity to enter the Japanese Bakery, Confectionery and Café market!

Please contact IBE organizer for more details.

Patisserie & Bakery JAPAN (P&B JAPAN) 將與名廚及餅師合作，並匯聚先進的原材料及技術。2015 年吸引逾 3 萬觀眾，是企業進入日本市場的平台。如有興趣參與，請與 IBE 組委會聯絡。

Date 日期: 1-3 / 8 / 2016 | Venue 地點: Tokyo Big Sight (Japan) | Website 網站: www.bakery-expo.com/2016/en

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Organizer 主辦單位:

Co-organizer 協辦單位:

Contact us 聯絡方法:



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