

Show Report 展會報告

- ✓ Over **24,000** visits from trade buyers from over **40 countries and regions**, such as Argentina, Australia, Bangladesh, Belgium, Canada, China, Denmark, Egypt, Fiji, France, Germany, Greece, Honduras, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Macao, Malaysia, Maldives, Mexico, Mongolia, Myanmar (Burma), Nepal, Netherlands, New Zealand, Nigeria, Norway, Russia, Senegal, Singapore, South Africa, South Korea, Taiwan, Thailand, The Philippines, Turkey, United Kingdom, United States of America (USA), Vietnam, etc.



- ✓ 來自以下超過 **40** 個國家及地區逾 **24,000** 人次的專業買家到訪：

阿根廷、澳洲、孟加拉、比利時、加拿大、中國、丹麥、埃及、斐濟、美國、法國、德國、希臘、香港、洪都拉斯、匈牙利、印度、印尼、義大利、日本、澳門、馬來西亞、馬爾代夫、墨西哥、蒙古、緬甸、尼泊爾、荷蘭、新西蘭、尼日利亞、挪威、俄羅斯、巴基斯坦、塞內加爾、新加坡、南非、韓國、臺灣、泰國、菲律賓、土耳其、英國、越南等。



IBE received strong support from the industry as well as government 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, Taipei Bakery Association, Taiwan Gateaux Association etc.

IBE 榮獲以下專業商會和官方機構的大力支持；包括義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、香港及澳門義大利商會、義大利國際糕點霜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、臺北市糕餅商業同業公會、社團法人臺灣蛋糕協會等。

- ✓ Exhibition area of **8,800sqm**, with exhibitors from Belgium, China, France, Germany, Hong Kong, Japan, Korea, Singapore, Taiwan, Thailand and the UK.

展覽場地面積共 **8,800** 平方米，展商來自比利時、中國、法國、德國、香港、日本、韓國、新加坡、臺灣、泰國、英國等國家及地區。

91% of exhibitors found IBE 2016 effective in building relationship with clients.
的參展商認同 IBE 2016 有助建立與客戶及同業的關係。

88% of exhibitors agreed that IBE 2016 helped them to achieve their goals.
的參展商認同 IBE 2016 達到預期的參展效果。

- ✓ Over **80 sessions** of concurrent events ran in parallel during the show period featuring sugar crafts, chocolate, dessert demonstrations & workshops by international and local masters, live decorations, coffee competitions and thematic displays.

展會期間有超過 **80** 場糖藝、朱古力、甜點等專業示範及工作坊，由國際及本地著名大師示範及教授。現場更設有蛋糕裝飾及咖啡比賽、專題展示等。

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

Mr. Andreas Wollge, Director of Sales Export, Back Shop (Germany 德國)

Exhibitor 參展商

"Our target here was to bring the high quality German products to Hong Kong. We are so happy to have this platform to showcase our products because IBE is really a good channel to gather all experts and professionals."

"這次參加 IBE 的目標是希望把德國高品質的產品帶到香港。IBE 彙聚了很多烘焙業界精英及專業人士，這是一個很好的平臺讓我們宣傳自己的產品。"

Mr. Takumi Tonzaki, General Manager (Planning & Development), Kenko Corporation (Japan 日本)

Exhibitor 參展商

"We met a lot of visitors during the 3-day expo, including Hong Kong, Mainland China, Malaysia, Indonesia, Vietnam and Europe. I think IBE is very successful and much better than our expectation, we are thinking to come again next year"

"在這 3 天的展覽，我們遇到很多來自世界各地的買家，包括香港、中國大陸、馬來西亞、印尼、越南及歐洲等。我認為 IBE 舉辦得很成功，效果也超出我們的預期，我們正計畫參與來年的 IBE"

Mr. Henry Zheng, General Manager of Shen Zhen Taycool Refrigeration Tech Co., Ltd. (China 中國)

Exhibitor 參展商

"We met many valuable clients like coffee shops, bakery chained stores at IBE. They are interested in our products and show a high interest in cooperation. IBE is developing rapidly since 2 years ago, and its aim is parallel to our target, so I reserved 3 more booths this year."

在 IBE，我們遇到甜品店、咖啡店、連鎖烘焙店等的客戶，他們對我們的產品很有興趣，有很高的合作意見。IBE 從兩年前到現在，我們覺得它在發展，它的目標跟我們市場定位一致，所以我們從去年訂 1 個展位到今年訂了 4 個展位。

Mr. John Shangwn, CEO of Tasty Flick (Africa 非洲)

Trade Visitor 專業訪客

"I am so much excited to be here because I find new exotic food from China and also confectionary biscuit from South Korea. We are just excited about the partnership with them. I am going to put orders and deliveries are coming in January."

"我感到很興奮因為我在這裡找到來自中國的食品和來自韓國的西點餅乾。我將會下訂單，並計畫於來年 1 月交貨，十分期待與他們的合作。"

Mr. Mahendran Niar, Director of Rosy Heart (Fuji 斐濟)

Trade Visitor 專業訪客

"We used to search products on Chinese website, but sometimes cannot find what we like. By coming here and looking at these products, we know what we are going to find. The most interesting part is the new decoration stuffs! I will recommend my friends and relatives who are running bakery business to come to IBE."

"我們之前在中國的網站上找產品，但找不到合適的，來到 IBE，我能親自挑選喜歡的產品。我覺得最有趣的部份是裝飾用品，這些新的東西帶給我一個很好的體驗，我會推薦給從事這行業的朋友和親戚來參觀 IBE。"

Ms. Elisabeth Vikoren, Director of business development of Flying Cake (Norway 挪威)

Trade Visitor 專業訪客

Ms. Kate Kippersund, Pastry Chef and Operating Manager of Flying Cake

"Next time I would like to join the classes with international instructors because that is really good idea to have small classes to learn the = [歷史 techniques and interact with the artists. We will definitely visit IBE again and we are looking forward to seeing new artist, suppliers, and trends next year."

"下次我希望能參加國際大師示範及工作坊，與藝術家進行互動及學習糖藝技巧。我們期待來年的 IBE 能有更多新的藝術家、供應商及行業資訊等，我們一定會再來！"



Trade visitors from 40 countries and regions attended IBE 2016

來自 40 個國家/地區的買家及參觀團參與 IBE 2016 盛會

87% of trade visitors agreed that IBE 2016 was beneficial to their business.
的商貿訪客認同 IBE 2016 對其業務有幫助。

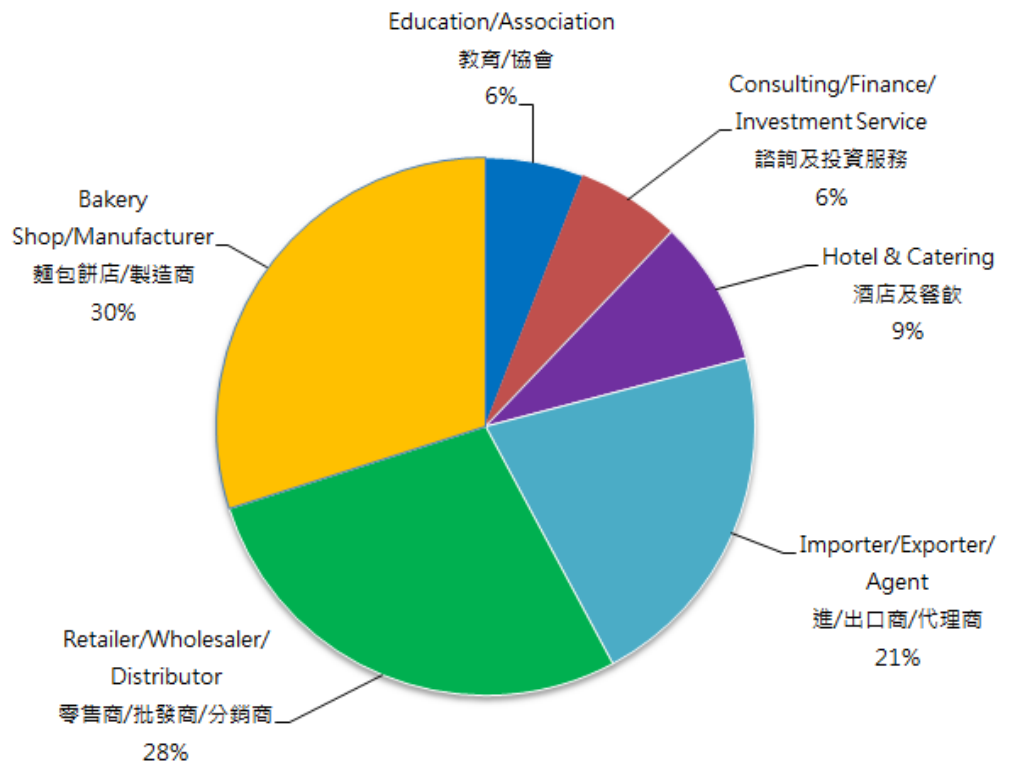
86% of trade visitors reflected that IBE 2016 was good for sourcing suppliers and finding business partners.
的商貿訪客認為 IBE 2016 有助尋找供應商和合作夥伴。

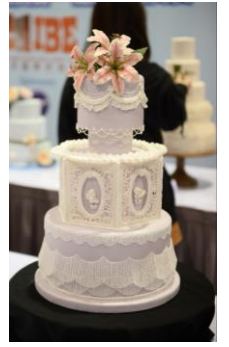
76% of trade visitors reflected that IBE 2016 was good for collecting bakery market information and evaluating market trend.
的商貿訪客認為 IBE 2016 有助搜集烘焙業市場資料和評估市場趨勢。

91% of trade visitors who have attended IBE official program were satisfied.
的商貿訪客認為 IBE 2016 有助搜集烘焙業市場資料和評估市場趨勢。

Business Nature of Trade Visitors

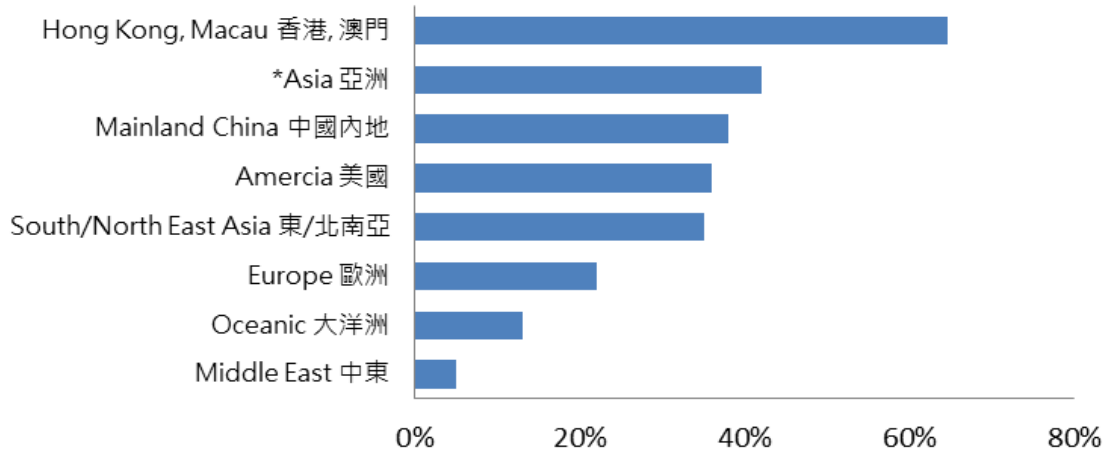
商貿觀眾的業務性質





Trade Visitors Main Business Area

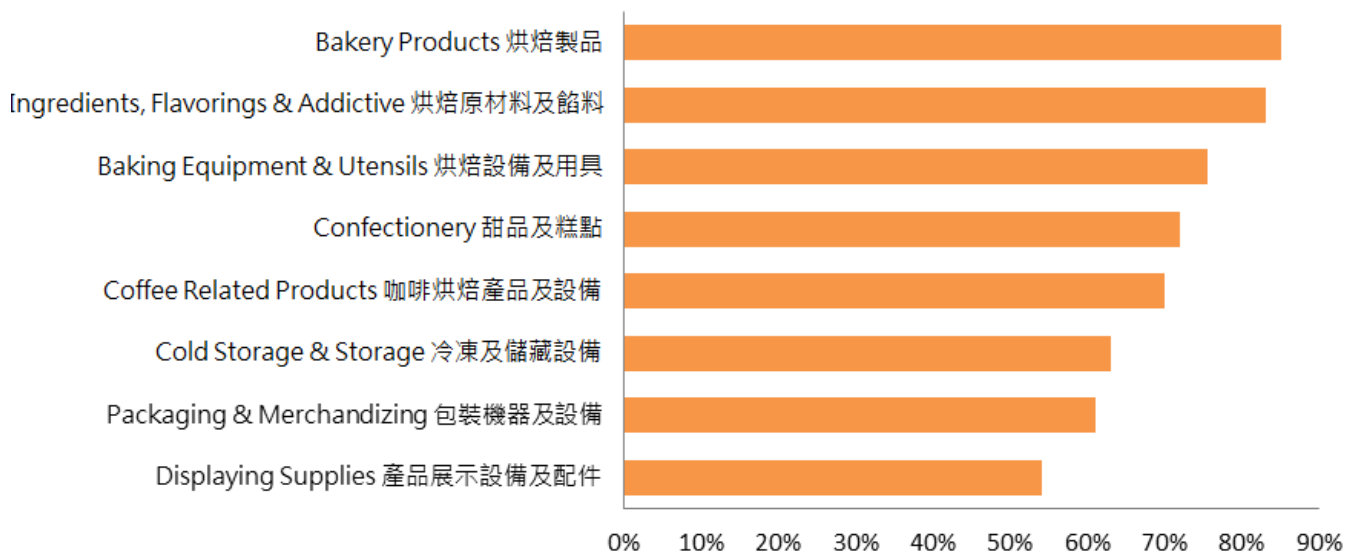
商貿觀眾的業務範圍



*Asia 亞洲 (excluded China, HK and Macau 不包括中國, 香港, 澳門)

Trade Visitors Interested Products Categories

商貿觀眾感興趣的產品類型



IBE 2017 will be held from 30 Nov – 2 Dec 2017 at the Hong Kong Convention & Exhibition Center. To reserve your booth, please contact the organizer now!

香港國際烘焙展 2017 將於 2017 年 11 月 30-12 月 2 日假香港會議展覽中心舉行。如欲預訂展臺，請即聯絡主辦單位。