

Press Release



18 Munich to become iba's permanent home

Munich, 8.10.2009 – iba is to get a permanent home – in Munich. Through until 2024 the venue for the world's leading trade fair for bakers and confectioners will be the Bavarian capital. This decision was taken at iba 2009 by the fair's Advisory Board, on the recommendation of the German Bakers' Confederation, who is the official sponsor of the fair. Every three years, from 2012 onwards Munich will be welcoming the World Market for Baking to the city. iba is organised by GHM Gesellschaft für Handwerksmessen. "With this long-term commitment to Munich as a location for the fair we are laying a solid foundation for iba as the world's leading trade fair for the baking trades. In doing so, we are giving exhibitors and trade visitors certainty for their long-term planning," said Peter Becker, President of the German Bakers' Confederation.

This decision on the event location, and the partnership between the German Bakers' Confederation and GHM, demonstrate a joint will to further strengthen iba. "We thank the German Bakers' Confederation and our Advisory Board most warmly for this demonstration of trust in our sector expertise and capabilities. In particular the length of the agreed partnership – through to 2024 – is a chance for us now to push ahead strongly with the further development of iba. We look forward to this exciting task," explained Dieter Dohr, Managing Director of GHM.

GHM Gesellschaft für Handwerksmessen

GHM Gesellschaft für Handwerksmessen develops, arranges and organizes successful trade fairs for the skilled trades and small and medium-sized enterprises. The company, based at the New Munich Trade Fair Centre, is the leading German supplier in this field of activity. GHM's eight specialist trade fairs and four consumer exhibitions are regarded as key platforms for the skilled trades and SMEs in Germany and abroad. GHM was founded originally in 1948, as the 'Verein für Handwerksausstellungen und Messen e.V.'. Further information: www.ghm.de.

iba 2009
Internationale
Fachmesse
Weltmarkt des Backens

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Messe Düsseldorf

International Trade Fair
World Market for Baking

Salón Internacional
Mercado Mundial de la
Panificación

Salon International
Marché Mondial de la
Boulangerie-Pâtisserie

Salone Internazionale
Mercato Mondiale della
Panificazione

www.iba.de

GHM Gesellschaft für
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