

Press Release



Provisional Closing Report

19 iba once again a powerhouse for the sector

- **Positive signal: Over 79,500 visitors came to review all the latest innovations for the baking trades**
- **Broad international interest: Visitors from 150 countries were attracted to the world's leading trade fair for the sector**
- **Optimistic mood: Good business for the 1,059 exhibitors**

Düsseldorf/Munich, 9.10.2009 – For its 60th birthday, iba gave itself the best present: More than 79,500 trade visitors came along to iba between 3 and 9 October 2009, to find out about the innovations and new developments presented by the 1,059 exhibitors from 55 countries. This clear vote of confidence has further strengthened iba's status as the Number One international trade fair for the sector. "iba 2009 is going extremely well indeed. Before the fair, the initial forecasts were somewhat subdued, but the quantity and quality of the visitors has far exceeded all our expectations. This fair has raised the bar as regards standards. All through the event there has been a definite air of confidence and a willingness to invest. iba 2009 has reflected the unlimited dynamism that there is in the baking trades. It is the most important innovations powerhouse for the next three years, and one that will drive the market forward," said Peter Becker, President of the German Bakers' Confederation.

iba is the home of bakers from all over the world, a claim which underlines the event's unique status internationally. Visitors came from all continents to this World Market for Baking. Around 55 percent of the total number of visitors were from outside Germany. On the 123,000 square metres of exhibition space (gross) at iba baking businesses large and small were able to find everything and anything that was relevant to the sector: from sales concepts to take-away products, ice cream and coffee. Also in the spotlight at this capital goods fair were energy-efficient oven and refrigeration technology and improved raw materials. 91.4% of those surveyed stated they thought this comprehensive product portfolio was "excellent to good". "The range on show at iba covers the entire spectrum of products and services for bakers, confectioners, caterers and coffee-shop owners. At this international platform visitors were able to gain in-depth orientation in the market and experience first hand the competition between the ideas that will shape tomorrow's

iba 2009
Internationale
Fachmesse
Weltmarkt des Backens

3. – 9.10.2009
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

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market. Everybody there was able to taste, smell and see this exciting, seven-day contest, and take home a wealth of new ideas to consider. A particularly fascinating part of the fair, for many visitors, were the machines for industrial production, fully assembled and in working order – each day there were live demonstrations of their capabilities. You don't find this type of presentation anywhere else in the world," explained Dieter Dohr, Managing Director of GHM, Gesellschaft für Handwerksmessen mbH.

The next iba takes place from 28 September to 3 October 2012, at the New Munich Trade Fair Centre.

iba

This autumn iba is celebrating its 60th anniversary. The world fair for bakers and confectioners takes place every three years. The broad spectrum of products and services covered by this leading world fair is divided into the three main sections of Raw Materials, Production Technology and Sales. Within these areas a wide diversity of products is presented: from ingredients, bakery aids and semi-finished products to small- and large-scale machinery such as baking ovens and all the interior fittings needed for baking businesses, cafés and pastry shops. The World Market for Baking encompasses all the products and technologies that are relevant to the day-to-day operations of bakers and confectioners.

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.

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