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## Hong Kong International Bakery Expo (IBE) continued the heat and gathered visitors from over 39 regions!

Hong Kong International Bakery Expo (IBE) ended with splendid success on 5 December 2015 at the Hong Kong Convention & Exhibition Centre (HKCEC). IBE 2015 is glad to have suppliers worldwide from Australia, China, France, Hong Kong, Italy, Japan, Korea, Russia, Taiwan, Thailand, Turkey, United Kingdom, the USA, etc. to promote new trend and business opportunities. Show scale expanded 20% from last year.

“IBE is positioning as a bakery trade hub especially for Asia. IBE is a forward looking show highlighting trend, creativity and new business opportunities. We are happy to see new exhibitors introducing their new products, contestants showing their talents in the competitions, while chefs and artists demonstrating their techniques and creativity at the fairground,” said Mr. Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd, organizer of IBE. Over 24,000 trade visitors and bakery lovers from 39 countries and regions in particularly from Australia, Canada, China, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, United Kingdom and the USA have made their trip to IBE for sourcing, networking and evaluating the market opportunities.

Turkish Confectionery Promotion Group has brought series of quality confectionery ingredients to introduce at IBE. “We would like to assist our members to promote Turkish confectionery to Asia and we have chosen IBE as our first show in Asia!” said Mr. Özem Hacı from the Group.

Pastry Greater China (PGC) introduced premium Japanese and European brands at IBE. “We are newly established for two years and we thought IBE is the right platform for us to further promote. We are happy to meet many interested parties from China, Hong Kong, and some other regions.” Mr. Goh of PGC expressed.

Boncafé together with world famous Italian coffee brand, Segafredo has launched its new gourmet premium coffees produced in Italy and around the world. Mr. Peter E. Sieber, Executive Director of Boncafé was impressed and said, “We receive tremendous success from IBE as we got a lot of enquires and believe the coming two months would be very busy in follow up with those interested parties.”

There were more than 75 sessions of demonstration and workshops presented by international and local chefs. World renowned artist David MacCarfrae has been with IBE at the Sweet Arts Show since the first edition. He believed IBE is an ideal platform to promote sugar art in Asia and he met so many new and old friends every time. “I’m so looking forward and excited to see the International Cake Competition – Asia organized by IBE next year,” said David.

Debut “Live Sugar Sculpture with Modern Cake Competition” has successfully held. 3 winners, Chung Ho Fai (Champion), Leung Pui Ming (1<sup>st</sup> runner up) and Ng Ki Ki (2<sup>nd</sup> runner up) will become a team to represent Hong Kong to participate in the World Trophy of Pastry Ice cream and Chocolate Competition 2017 in Milan, Italy.



10 renowned chefs from Four Seasons Hotel, The Excelsior Hong Kong, JW Marriott Hotel, The Mira Hotel, Hyatt Regency Hong Kong, Sha Tin, etc. have joined their effort to support IBE and displayed their masterpieces at the fairground with debut theme “Sex & the City”!



Another highlighted event, Coffee Power Championship and Pop-up Coffee Talk have attracted thousands of audience to attend and shared with coffee professionals.

The next IBE will be held during 1-3 Dec 2016 at HKCEC. More international and concurrent events are expected.



### **About the Organizer**

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries including agriculture products, elderly-care, death-care, adult & health, emergency management, entertainment, etc. VES is headquartered in Hong Kong and works closely with different trade and government official bodies. For further show information or media enquiries, please contact the organizer.

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