

For Immediate Release
3 December 2015



Hong Kong International Bakery Expo (IBE) 2015 is Open Today!

Hong Kong International Bakery Expo (IBE) returns this December 3 – 5, 2015 at Hall 5BC, Hong Kong Convention and Exhibition Centre, with expansion of 20% from last year, and gathering 184 companies and brands at the fairground. IBE is a forward looking show highlighting trend, creativity and new business opportunities.

The global bakery market is forecasted to grow at a CAGR 7.04% over the period 2014 to 2019, TechNavio's analysts showed. "With the fast growing bloom, more world brands are joining IBE this year to explore the business opportunities in Asia Pacific, while increasing number of local brands are also promoting themselves to overseas buyers, showing their products and skills are competitive in the global market," Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd. remarked.

Brand New European Supplies from Turkish Promotion Group, BakeLab (Russia), Arévalo (Spain), etc. are introducing new baking, pastry, confectionery, equipment supplies to Asia. **Southeast Asia Bakery Pavilion** with suppliers from Indonesia, Malaysia, the Philippines, Singapore, Taiwan, Vietnam, etc. bringing their signature bakery products for audience to taste. **World champion Japanese Chef, Hiroyuki Emori** is demonstrating how to optimize pastry performance with functional sugar, **Treha! Boncafé** together with world famous Italian coffee brand, **Segafredo**, are launching new gourmet premium coffees produced in Italy and around the world.

Renowned local patisserie shop founders, Jeffery Koo, Tony Wong, Thomas Lui, etc. are showcasing their new signature chocolate and cookie products with season's specials at IBE. **Hong Kong Food Machinery** is gathering international brands from Japan, Taiwan, etc. to present an incredible equipment corner. **Creative Foodservice & Packaging Ltd.** will showcase the latest and creative packaging to the industry.

Over 75 sessions of demonstrations and workshops are concurrently held at the stage and booth areas, presented by cake artists and chefs from **Korea, Japan, Italy, UK, the US**, and Hong Kong, sharing the latest baking and decorating techniques. "**Sweet Arts Show**" is bringing six international cake artists to celebrate 175 years of Royal Icing and performing amazing hands-on demonstrations, promoting inspiration, education of cake decorating.

Foremost "**Live Sugar Sculpture with Modern Cake Competition**" will select representatives from Hong Kong and Macao to participate the World Trophy of Pastry, Ice Cream and Chocolate, organized by the International Federation of Pastry Ice Cream and Chocolate (FIPGC, Italy), in Milan 2017. "**IBE Creative Awards**" include challenge of Mini Cake Competition and Sugar Floral Arrangement Competition, with participants displaying their creativity and talents.

10 Hong Kong renowned pastry chefs from Four Seasons Hotel, The Excelsior Hong Kong, JW Marriott Hotel, The Mira Hotel, Hyatt Regency Hong Kong, Sha Tin, etc. are demonstrating their masterpieces with the debut theme "**Sex & the City**" to capture every visitor's sight and camera. "**IBE x ChocoKoo Studio**" is especially injected for pastry lovers to learn modern patisseries from local renowned patissier Jeffrey Koo.

"**Coffee Power Championship**" and "**Pop-up Coffee Talk**" will bring series of coffee competitions and sharing from Hong Kong, China, Taiwan, Korea, etc., promoting coffee culture and lifestyle which is the best match of cakes and bread!

Welcoming Reception will be held at 6:15pm on 3 December, at Hall 5B. Invited guests include representatives from different consulates, groups, partners, exhibitors and buyers. Media are all welcome.

The organizer expects to welcome 24,000 trade visitors and bakery lovers from over 35 countries and regions.

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.

Contact: Ms. Wing-Yin Ho
Tel: +852 3904 3830
Fax: +852 2528 0072
Email: info@HKBakeryExpo.com
Website: www.HKBakeryExpo.com

Organizer

