



For Immediate Release
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IBE has its Debut Collaboration with Renowned World Championships in Italy

Hong Kong International Bakery Expo (IBE) will return at the Hong Kong Convention and Exhibition Centre from Dec 3-5, 2015. IBE has been connecting with the international units since its first edition launched in 2012. IBE is honour to be the partner of the International Federation of Pastry Ice Cream and Chocolate (FIPGC) (Italy), and being chosen as the “World Trophy of Pastry, Ice Cream and Chocolate” and “Cake Designers World Championship” national team selection point for Greater China region (Hong Kong, Macau, Mainland China and Taiwan).

Debut “Live Sugar Sculpture with Modern Cake Competition” will be held at IBE 2015 as the competition to select Hong Kong, Macau teams. The top three from Hong Kong and Macau will become a team with a coach to represent its region respectively to participate in the World Trophy of Pastry, Ice Cream and Chocolate, organized by FIPGC, in conjunction with HOST - Fiera Milano 2017.



The 3 Competitors (representatives) will have professional competence in the field of Pastry, Ice Cream and Chocolate. The Coach, during the competition, will represent his/her country as an international judge and will have the right to vote for his/her country.

Mainland China and Taiwan Selections will be held in Dec 2016 at IBE. Meanwhile, selection of Cake Designers World Championship for Hong Kong, Macau, Mainland China and Taiwan teams will be held in concurrently.

“We believe the international selection competition at IBE would be the prominent platform, bringing world class pastry chefs from the Greater China together, demonstrating their creativities and skills not just to Hong Kong, but to the whole world,” Mr. Wilson Tong, Fairs Director of Vertical Expo Services Co. Ltd., the organizer, said. Application for “Sugar Sculpture with Modern Cake Competition” is now opened and all pastry chefs are welcomed to join us.

About IBE

IBE is an international trade show for bakery, pastry, confectionery, pizza, ice-cream, coffee and related equipment and machinery. You can preview 2016 trend and products here. IBE 2014 attracted visitors from over 35 countries and regions. More than 50 sessions of demonstrations, workshops presented by international chefs and artists, competitions ran parallel with the expo.

About FIPGC

The International Federation of Pastry Ice Cream and Chocolate (FIPGC) (Italy), with more than 4000 associates at the present moment, is an association whose fundamental aims are to carry out activities inherent to the development, knowledge and experiences typical of confectionary internationally understood as confectionary art. The association has as its purpose the professional formation, organization of events and fairs, the promotion and development of the handicraft sector typical of every nation. The Federation organizes the two World Championships every two years at the Host Fiera Milano. In 2015, there will be 32 national teams joining the two championships.

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