

# **iba** CONNECTING EXPERTS

YOUR GLOBAL BUSINESS PLATFORM –  
ENDLESSLY INTERACTIVE

15 – 17 MARCH 2021

[connecting.iba.de](https://connecting.iba.de)

## Press release

### **iba.CONNECTING EXPERTS successfully links the global baking industry**

After 72 hours of global networking, professional lectures and presentations on innovations, **iba.CONNECTING EXPERTS** has closed its virtual doors. With its premiere, the networking event expanding the portfolio of **iba** was a success across the board: **6,031 participants (unique user)** from **131 countries** took part in the virtual format from **March 15<sup>th</sup> to 17<sup>th</sup> 2021**.

**Munich, 19<sup>th</sup> of March** – Networking around the globe, new business contacts and presenting innovations worldwide: **iba.CONNECTING EXPERTS** gathered experts from the global baking industry and has proved itself to be this year's first global and successful business and networking platform with **5,340 direct interactions** in the form of personal conversations and product information.

#### **Broad reach with relevant industry topics**

In addition to the networking opportunities, the high number of international participants was particularly interested in the supporting program of **iba.CONNECTING EXPERTS**. A total of **11,860 registrations** were recorded for the online lectures, held by renowned experts. Worldwide, the virtual event resulted in **3,480 minutes** of knowledge transfer and innovation exchange in the course of the online lectures alone. In addition to the platform, the social media channels were running hot: The cumulative reach, exclusively related to the exhibitors of **iba.CONNECTING EXPERTS**, amounted to around **1.1 million followers**.

#### **Organiser:**

**GHM Gesellschaft für  
Handwerksmessen mbH**

#### **Press and Public Relations**

POB 82 03 55  
81803 Munich, Germany  
Paul-Wassermann-Str. 5  
81829 Munich, Germany  
P +49 89 189 149 164  
F +49 89 189 149 169

presse@ghm.de  
www.ghm.de

Management Board:  
Dieter Dohr (CEO and President)  
Klaus Plaschka | Klaus Dittrich

Local Court Munich  
HRB 40217  
VAT No.: DE 129358691

#### **Owner:**

**Zentralverband des Deutschen  
Bäckerhandwerks e.V. (German  
Bakers' Confederation)**

President: Michael Wippler  
Secretary General:  
Daniel Schneider

zv@baeckerhandwerk.de  
www.baeckerhandwerk.de



## **A platform full of possibilities**

With networking possibilities and a focus on (new) customer contacts, the pillar "Connect" formed the heart of the event as one of the platform's four pillars in total. Cathleen Kabashi, head of iba says: "Present via our own iba booth, we were really looking forward to a virtual – but nevertheless personal – reunion. The three days gave us the opportunity to connect, foster contacts and create new ones. Whether in live chats or through video calls – we were very pleased to be able to communicate directly with numerous exhibitors, visitors and journalists at the booths. iba.CONNECTING EXPERTS proved that the need for exchange, networking and the ability to meet in a high-level place, like iba can offer as the world's leading trade fair, is great in the national and international industry. Our aspiration is to offer a place for personal exchange and a platform for business and knowledge exchange in times like these. We are all the more pleased that everyone experienced the new format so well!"

## **Inspiring trends and product innovations**

In addition to the supporting program and expert lectures, trends and innovations were among the highlights. The topics of automation, baking manufacturing trends, hygiene and cleaning, packaging, sustainability and the influence of the crisis on the baking industry of tomorrow were the focus of interest. Visitor magnets were the topics: "Baking Manufacturing Trends: Examining the U.S. Market", "Rustic style bakery goods - from Trend to Industrial Production" and "The bakery trade and Corona: crisis, customers and concepts". At the booths on innovation, exhibitors presented on what the industry has to offer, giving visitors a focused view of the market.

"We are pleased with the successful launch of iba.CONNECTING EXPERTS and the reception of the industry worldwide", said Michael Wippler, President of the Central Association of the German Bakery Trade. "With the new virtual format as an expansion of our iba portfolio, we have succeeded in setting a milestone for the future baking industry!"

## **About iba**

iba - The world's leading trade fair for the baking and confectionery industry takes place every three years at Fairground Munich. The trade fair brings together all the products and technologies that are relevant to bakers and confectioners of all sizes, decision-

makers from the bakery and confectionery industries and food retailers. The range of topics includes from raw materials, ingredients and frozen bakery products through production and packaging technology, process optimization and information technology to complete interior design of bakeries, pastry shops or cafés. More than 77,000 trade visitors from around 170 countries came to iba 2018. In total, over 1,300 companies exhibited.

Press contact:

Julia Scharfenberger, Coordinator Press and Public Relations

P +49 89 189 149 164

F +49 89 189 149 169

[presse@ghm.de](mailto:presse@ghm.de), [www.iba.de](http://www.iba.de)

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