



THE WORLD'S LEADING TRADE FAIR FOR THE
BAKING AND CONFECTIONERY INDUSTRY

Press note

The ultimate iba bucket list

The countdown continues: just three days until the international baking industry's big get-together at iba in Munich. What should not be missed? We have compiled the ultimate iba bucket list for visiting this leading trade fair. Here are 10 tips for all the trade fair participants.

Munich, 19 October 2023 – Take the list and get going! 1071 exhibitors and many trade fair highlights will be presented across the 10 halls at Fairground Munich.

1. Gaining practical experience and promoting young talent with the German Bakers' Confederation

The German Bakers' Confederation (hall A4/230) is the point of contact for information regarding representation of German bakers' political interests and other services provided by the confederation, advantages of guild membership and facts about German bread culture. What will happen next on the subject of VAT? How do you become a bread sommelier? How can I specifically attract young talent or specialist staff? The confederation also runs [trade fair tours](#) on the subject of skilled crafts, sustainability or digitalisation. These are held twice a day (from 10:30 am and 2:30 pm), last approximately 90 minutes and offer a glimpse behind the scenes. The subject of young talent is of key interest to the confederation: trainees will be able to demonstrate their skills and take part in an exciting competition during the [iba BackStage young talent days](#) from 21 to 23 October. There will also be trainee talks and a training day on 23 October in the iba.FORUM (A4/230).

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2. Looking over the shoulders of the best

Be there live and cheer on participants in competitions in the glass show bakeries in hall A4: who will win the gold medal? 12 international teams will be competing in ["The iba.UIBC.Cup of Bakers"](#) from 22 to 24 October. They will have to create breads, small bakery products, party products, Danish pastries and a baked showpiece. Four teams of two will be demonstrating the highest art of confectionery at ["The iba.UIBC.Cup of Confectioners"](#) from 25 to 26 October. Both competitions will be held around the theme of "The Animal World".

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3. Listening to industry experts and acquiring advanced knowledge

Presentations, panel discussions or workshops? Involving a lot of interaction for visitors, these will be held across three stages: best practice live in the [iba.FORUM](#) (hall A4/230), pitches by company founders in the new [iba.START UP AREA](#) (hall A4/251) and topics such as energy-efficient technologies or staff retention in the [iba-SPEAKERS AREA](#) (B1/567). Listening, learning, exchanging ideas, discussing, working together to find and apply solutions.

4. Experience baking diversity live: smell, taste, feel, wonder!

The scent of freshly baked goods, personalised advice on site, live demonstrations and new products to get hands-on with: iba will provide all this across 10 halls this year. The trade fair will also be representing the entire production chain. International companies will be presenting their solutions from packaging technology via process optimisation, energy and air conditioning technology or IT and logistics. From robotics to snack ideas for sample tastings – make your way through the trade fair halls and see innovations in action for yourself.

5. Discover innovations & solutions at international level

1071 exhibitors from 46 countries presented across [10 halls](#). Innovations in production technology will be located in halls A1, A2, B2, B3, C1 and C2. Packaging technologies will be demonstrated in hall B1. Skilled crafts will be on show in halls A3 and A4. Raw materials and ingredients will take to the stage in hall B4. Visitors can speak to innovative company founders in the new [iba.START UP AREA](#) (A4/251): 24 young companies will be presenting their ideas for mastering everyday challenges. These range from chocolate printers via deposit-based recycling systems through to customised digital learning solutions.

6. Following the trail of the food trends

Curious about future food trends? Then check out the iba.FOOD TRENDS TOURS with Karin Tischer, trend and food specialist, founder of food & more. She will be leading a free trend tour around the trade fair every day of iba (except Tuesday) from 11 am until 1 pm. The culinary tour will provide 20 participants with an overview of popular food & beverage trends. The group will visit six to seven exhibitors – from bread, bread rolls, raw materials, snacks through to AI robots in the bakery – and be given samples to taste as well as information. The trend researcher is available to answer any questions on trends and market developments. Register at [iba.TOURS](#).

7. Networking and making new contacts from across the globe

Networking and meeting inspiring people: the international baking world is meeting up in Munich. One venue, five days and a whole lot of opportunities to network. Whether that is in the trade fair halls, in spontaneous encounters at stands, at appointments with new contacts, in the iba.OKTOBERFESTZELT (Octoberfest tent), during panel discussions or at the many [award ceremonies](#) and evening events.

8. Become a master at making pretzels or Stollen confectionery

What actually is the secret to making original German pretzels or Stollen? From the ingredients, via the dough and the correct shape through to the delicious end product – visitors can learn the techniques in the iba.ACADEMY (A4/430). Specialist teachers from the National Bakers Academy in Weinheim will be presenting the two and a half hour course [“Master of pretzels”](#) from 10 am, Monday to Thursday. Alternatively, visitors can take part in the two hour course [“Master of Stollen confectionery”](#) from 2 pm, Monday to Wednesday. Participants will receive a certificate on completion.

9. Meet inspiring protagonists of the baking industry

Be there live when the curtains go up at the award ceremonies, awards and [competitions](#) in iba.FORUM. The title of Baker of the Year and Trainer of the Year will be awarded on 22 October. The best international bakers will be announced at “The iba.UIBC.CUP of Bakers” at 5:30 pm on 24 October.

The German Championships of Master Bakers award ceremony will be held at 5 pm on 25 October. The winner of the gold medal among confectioners will be announced at the award ceremony of “The iba.UIBC.CUP of Confectioners” at 4 pm on 26 October. The iba Award for innovations in industrial production of baked goods will be presented for the first time in front of an international audience at the trade fair at 11 am on 24 October. This will be followed by the presentation of the iba Trophy at 2 pm on 24 October. A further highlight, being held at iba for the first time, will be the presentation of the National Award of Honour of the German Baking Trade at 11 am on 25 October. Cheer on the protagonists and speak to them directly: what inspires them? What ideas have they pushed forward? What is their vision? This applies to the iba.START UP AREA too: here, the [iba.START UP AWARD](#) will be presented to an innovative company for the first time in 2023.

10. Celebrating in the Oktoberfest tent and whiling away the trade fair evening

After the trade fair, enjoy Bavarian conviviality and culinary delicacies and network in the relaxed setting of the Oktoberfest tent. The [iba.OKTOBERFESTZELT](#) (hall A4) is the perfect venue for this. Visitors will be able to experience Oktoberfest atmosphere with fresh draft Munich beer from the barrel and live music from 6 pm until 11 pm on 22, 23 and 25 October. In dirndl dresses, leather trousers, bakers' clobber or suit: let's say cheers to our baking family!

About iba

iba, the world's leading trade fair for the baking and confectionery industry, is held every three years at the Fairground Munich. The specialist trade fair brings together all the products and technologies relevant to bakeries and confectioneries of all sizes, decision-makers from the baking and confectionery industry as well as the food retail trade. The portfolio ranges from raw materials, baking ingredients and frozen bakery goods via production engineering and packaging technology, process optimisation and information technology through to complete interiors for bakeries, confectioneries or cafés. iba 2018 hosted more than 77,000 trade visitors from around 170 countries. More than 1,300 companies attended as exhibitors. The next iba will be held at the Fairground Munich from 22 to 26 October 2023. In order to provide the bakery industry with a more continuous stage, iba will be held earlier at the Fairground Düsseldorf from 18 to 22 May 2025. From 2027 onwards, iba will return to its three year cycle at the Fairground Munich in autumn.

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