

Press note



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

The iba.START UP AWARD goes to WECARRY

WECARRY from Germany solemnly accepted the iba.START UP AWARD at the award ceremony on 25 October 2023. Not only was this the debut of the iba.START UP AREA supported by Puratos, it was also a first that the award was presented at iba. The public had voted by using the applause function in the iba.UNIVERSE as well as on site in the exhibition halls during the four day trade fair.

Munich, 25 October 2023 – innovative, creative, pioneering spirit: of the 24 participating start-ups, WECARRY was the public's favourite and won the award. The start-up revolutionised the traditional concept of the paper bread bag by creating a sustainable alternative. This revolutionizes the time-honored concept of the bread bag, offering a sustainable, reusable alternative to the paper bag.

The new iba.START UP AWARD was presented by Susann Seidemann, iba Exhibition Director, and Philippe Arnauts, Group Communications Manager Puratos, on the stage of the iba.START UP AREA supported by Puratos at 4 pm on 25 October. "We warmly congratulate WECARRY on winning this award. Our joint aim was to bring this new space to life, to promote young companies and provide them with a stage of their own as a central meeting point at iba. In presenting the iba.START UP AWARDS, we recognise innovative and creative ideas representing our future and pushing the international baking industry forward. The iba.START UP AREA is a real highlight, not only for our team, the participating start-ups and partners, but not least also for our visitors. We would like to thank everyone who helped launching this new project so successfully," said Susann Seidemann, iba Exhibition Director.

The public had voted digitally in the iba.UNIVERSE, casting up to 10 votes per start-up by using the applause function. From 22 to 25 October trade fair visitors could also vote via QR code for their favourites on site. All voters automatically

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participated in a prize draw offering three goodie bags, each – amongst others – containing two tickets for iba 2025.

Innovations ahead!

In hall A4 24 young companies presented their ideas for the future in the new iba.START UP AREA. Pioneers from the food sector could showcase their innovative products and projects – for example, Print4Taste with its 3D food printer for professionals or the start-up Bakeronline, which impressively demonstrated how to set up an online shop and reach new customers via app and website. How to sell goods when shops are closed? Here Marktbox offers quite the down-to-earth solution with smart vending machines, where customers can help themselves via touchscreen and cashless payment.

Plenty of networking space was provided by the new and stylish iba.START UP AREA. Visitors could talk directly with founders and other trade fair participants about products and solutions in the open exhibition stand and community spaces. The stage programme featured keynote speeches and specialist presentations by inspiring personalities. Subjects ranged from various technologies and trends relating to the iba.TOPICS food trends, artisan bakery, health and sustainability as well as digitalisation, turnkey solutions and quality management.

About iba

iba - The world's leading trade fair for the baking and confectionery industry is held every three years in its usual rotation 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. The next iba is to be held at Fairground Munich from 22 to 26 October 2023. In order to continuously offer the baking industry a stage, iba will already take place from 18 to 22 May 2025 once again, then at the Fairground Düsseldorf. From 2027 onwards, iba will again be held every three years in autumn at the Fairground Munich.

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