



## Press note

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

### iba 2023: hands-on digitalisation

**Robotics, artificial intelligence (AI) and automated order and payment processes: digitalisation is on the rise. Digitalisation is also one of the key focus topics at iba. Visitors will discover new opportunities, the right partners and practical examples in the iba.DIGITALISATION AREA.**

**Munich, 16 October 2023** – Offering a wide range of opportunities, the aim of the new iba.DIGITALISATION AREA supported by AHA 360° & Shop-IQ in hall A4 (stand 610 and 420) is to provide visitors with the right solutions and partners to take their companies forward into the future and enable them to increase their level of digitalisation. What does the digital age mean for the baking industry and how do I position myself as a business? How can traditional business models and practices in the baking and confectionery trade benefit from the digital transformation? These and other questions will be answered by experts at the world's leading trade fair for the baking and confectionery industry. Then, just a few steps further, visitors will come across hands-on innovative solutions. This is because the [iba.DIGITALISATION AREA](#) is made up of two zones: knowledge and experience. Various companies will be presenting an integrated approach to digitalisation for the baking industry, ranging from theory to practice.

#### **Inspiration and the right partners: processes and gamification**

Visitors will be able to ask all their questions, get inspired by new ideas and find the right partners for every aspect of digitalisation at stand 610 in hall A4. For instance, sell & pick will be demonstrating how existing digitalisation solutions can be linked and semco Service Management Consulting will be explaining how modern branch management works. Aramaz Digital will be highlighting staff recruitment and e-learning systems: "This year we will be focusing on the gamification approach to attracting candidates using innovative video interaction. We will also be presenting digital tools for personal development that are specifically tailored to the requirements of modern bakery businesses," said Eyüp Aramaz, Managing Director of Aramaz Digital GmbH.

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## **Experience “Branches of the Future”**

Hands-on experiences: an example of “Branches of the Future” will be located at stand 420 in hall A4. Here visitors will see a bread house shop designed by shop fitter AHA360° and digitalised by technology company Shop-IQ: “We provide insight into how freshness can be produced using a system. The process management system optimises bakery branches. The digital solution automates baking plans, controls ovens and monitors product freshness to reduce the burden on sales staff and make processes more efficient. We offer solutions that increase efficiency and boost returns, sales and growth,” said David Holzwarth, member of the Management Board of Shop-IQ. Visitors will be able to find out about current opportunities, delve into practical aspects and discover more about how technologies are changing sales of baked goods. The priority here is to demonstrate how digital pricing, temperature monitoring or apps for processing orders and payments can be employed efficiently and expertly in day-to-day business.

Other exhibitors in the “Branches of the Future” area include FFS Fresh Food Services, a specialist wholesaler of food in the out-of-house market and Konzeptlounge, a partner for high-speed ovens and food concepts. Coffee providers like Röstpurist and Franke Coffee Systems offer innovative solutions: “Our digital services and smart IOT solutions, in combination with our fully automated coffee machines, are a game changer for greater efficiency and developing new potential, especially at times of high cost pressure and staff shortages in the catering industry. At iba, we will be demonstrating a smart payment method using a QR code via our partner Shop-IQ,” said Othmar Rösch, Sales Director for the South at Franke Coffee-Systems.

From 22 to 26 October 2023, visitors to the iba.DIGITALISATION AREA will discover future trends on all aspects of digitalisation. What is technically possible? What makes sense and offers added value? Questions relating to where the industry's digital journey can lead will be answered here. For more information about the iba.DIGITALISATION AREA click here: <https://www.iba-tradefair.com/en/iba-digitalisation-area>.

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## **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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