



May 6–9, 2019

Shanghai New Int'l Expo Center
(SNIEC—No. 2345 Longyang Rd.)



Bakery China

Bakery China 2019



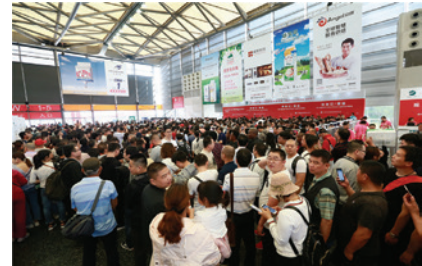
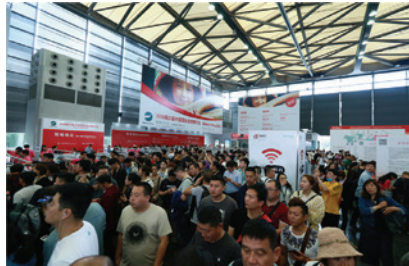
Organizer:

China Association of Bakery and Confectionery Industry
Bakery China Exhibitions Co., Ltd.

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The world's leading bakery exhibition started in 1997 is back with bigger and better prospects for the entire bakery, confectionery, beverages and fine foods industry in China and across the world. Bakery China 2019 will be held on May 6 to 9 at Shanghai New International Expo Center, showcasing a phenomenal range of products and services spread out across 200,000 square meters of exhibition space with over 10,000 booths.

Bakery China enables global leading professionals and buyer delegates to meet and share the latest innovations and thinking which drives research & development, manufacturing & distribution, and other factors of bakery industry prosperous and achieves full growth of China bakery and confectionery industry.



About Us

China Association of Bakery & Confectionery Industry (CABCI)

- CABCI is an association consisting voluntary enterprises and industrial companies for bakery and confectionery industry with one of the main roles of assisting government departments to govern the national bakery and confectionery industry, participate in drafting the governmental policies and regulations relating to this industry, serving its members, maintaining legal rights of all the members participated to further promote the development of the industry.

Bakery China Exhibitions

- A JV company between China Association of Bakery & Confectionery Industry (CABCI) and Reed Sinopharm Exhibitions (RSE)
- Organizer of Bakery China, Bakery China Autumn and China Home-Baking show.

Key Show Facts

- Total exhibition space of **204,000** square meters
- 2,149** exhibitors from about **30** countries and regions
- 238,263** visits from **115** countries and regions
- Official delegations from Germany, USA, Italy and the Netherlands** for the first time
- An increase in scale of Coffee, Beverage and Fine Food Zone, achieving **20,000** squares
- Increase in scale of home bakery, education and training zone, with **5,000** square meters





Annual gathering of bakery ingredients, equipment and packaging leaders, representing approximately 70% of the total industry.

In no order



Show Exhibit Portfolio

- Baking Ingredients
 - Baking raw materials and ingredients
 - Baking additives and preservatives
 - Baking stuffing
 - Cake decorations
- Baking equipment
 - Baking equipment
 - Baking molds
 - Ovens and accessories
- Baking processing
 - Mooncake and mooncake production
 - Pastry and pastry production
 - Candy and candy production
 - Ice-cream and ice-cream production
 - Snack and snack production
 - Coffee and coffee machines
- Baking processing, and R&D technologies
- Baking packaging solutions
 - Baking packaging materials
 - Equipment and devices for baking packaging
 - Baking packaging design
- Other assisting contents in baking industry
 - Laboratory and measuring instruments
 - Display, storage and refrigerated cabinets
 - Gastronomy and catering
 - OEM/ODM
 - Services
 - Information technology
 - Fitting and furnishing for shops
 - Logistics
 - Media
 - Training institutions

Coffee, Beverage and Fine Food Zone

Coffee, Beverage and Fine Food Zone is co-located with Bakery China, specially tailored for coffee, beverage, ice cream and fast-food. Starting from 2015 this area showcasing on over 5,000sqm space and it grows to over **20,000sqm** at Hall E6-E7 in 2017 including **2,000sqm** for pizza and other light foods.



In no order

Exhibits

- Coffee
 - Coffee beans
 - Coffee Powder
 - Instant coffee
 - Coffee utensils
 - Coffee roasting machines
 - Coffee shops management
 - Coffee shops solution
- Beverage
 - Soft drinks and relative device
 - Functional beverage
 - High-end water
 - Fruit juice
- Tea
 - Specialty tea
 - Traditional tea
 - Tea utensil and crafts
- Ice Cream
 - Ice cream ingredient
 - Ice cream finished product
 - Ice cream device
 - Ice cream retailing device management
- Other Fine Food
 - Quick meal ingredient, finished product and relative device
 - Pizza ingredient, finished products and relative device
 - Candy ingredient, finished product and relative device
 - Snack and relative device



Source: National Statistics Bureau, Euromonitor, Mintel, etc.



Master Plan



Our Conference and Events

•National Baking Technology Contest is the national vocational skills competition projected by the state government with the greatest reward efforts and the most authority. It has the authority to award National Labor Day Prize, National Technical Experts etc. which are the national level award highly recognized by the industries.

The 19th "Rich's Cup" National Decorated Cake Competition

The 19th "Angel Yeast Cup" National Bread-Making Skill Competition

The 19th "Shun Nam Stuffing Cup" National Mooncake Skill Contest

The 8th "Panpan Foods Cup" Creative Western Pastry Competition of National Vocational School (College) Students

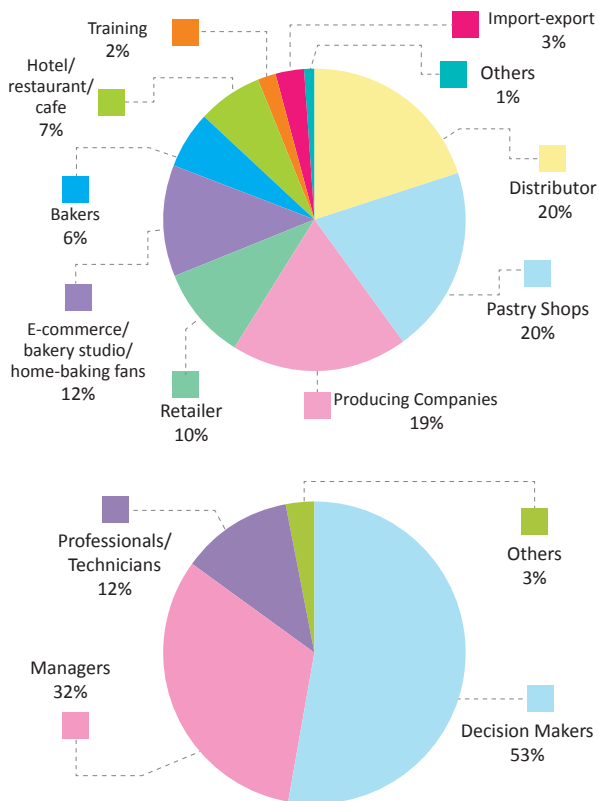
Pre-selection for 2nd China Pastry Cup in 2019

MBA Coffee Latte Art Competition 2018

New Tech and Product Release

Who Visits Us?

90% of the TOP100 industry bells visited the exhibition.



Exhibitor Satisfaction

95% of exhibitors are satisfied with Bakery China **95%**

100% of exhibitors will continue their participation in 2019 **100%**

99% of exhibitors will recommend Bakery China to their friends/colleagues. **99%**

Visitor Satisfaction

98% of visitors are satisfied with Bakery China **98%**

98% of visitors will continue their participation in 2019 **98%**

100% of visitors will recommend Bakery China to their friends/colleagues. **100%**

Top 20 Overseas Buyers



INDIA



MALAYSIA



JAPAN



SOUTH KOREA



INDONESIA



SINGAPORE



VIETNAM



THAILAND



PHILIPPINES



RUSSIA



USA



BANGLADESH



AUSTRALIA



PAKISTAN



UK



MEXICO



HOLLAND



FRANCE

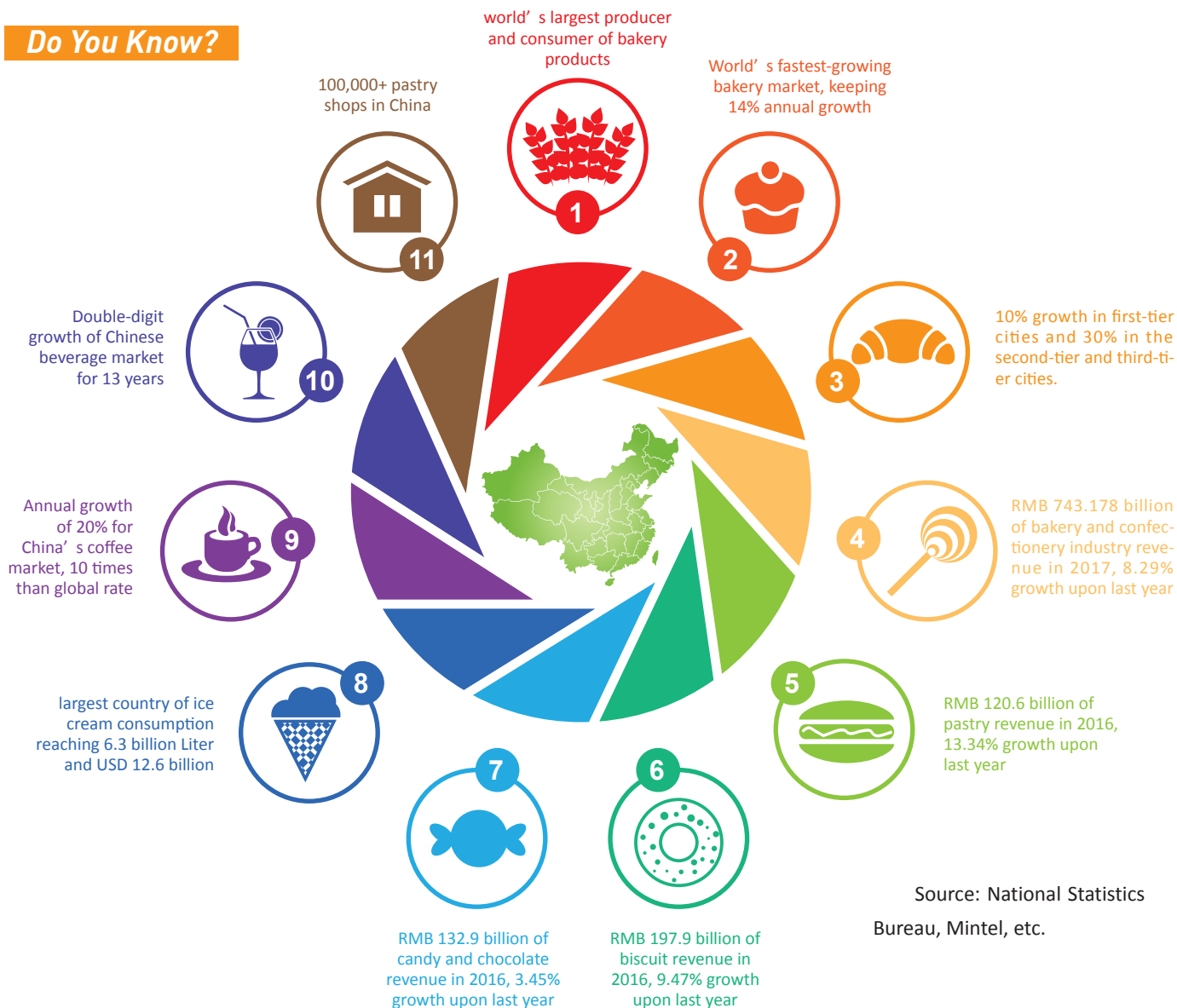


BULGARIA



GERMANY

Do You Know?



Source: National Statistics Bureau, Mintel, etc.

Please contact

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