

**Tradition.**

**Innovation.**

**Passion.**

**The world's leading trade fair for  
bakery, confectionery and snacks**



**iba 2015  
Munich  
12. – 17.9.  
[www.iba.de](http://www.iba.de)**

# Large, international, preeminent.

## The international trade fair.

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If the delightful smell of freshly baked goods fills the air, if exquisite cakes and pastries seduce the eye and palate, if the fragrance of specialty coffees entices the senses and delicious snacks wait to be enjoyed, then you know that iba has opened its doors at the fairground Messe München.

From 12 to 17 September 2015, iba will be the meeting place of choice for experts from the baking, confectionery and snack industry. More than 1,200 exhibitors from around the world will be presenting the industry's latest innovations, trends and technical developments in Munich.

The world's leading trade fair for bakery, confectionery and snacks attracts more than 70,000 visitors from over 160 countries. This year's trend topics – snacks and coffee – are special highlights in the enormous and varied range of offerings. As always, you can look forward to a colourful programme of events: The iba-UIBC-CUP, the iba forum, the iba summit, the iba Oktoberfest tent, special exhibition areas and awards ceremonies ensure a diverse programme of events that provides plenty of know-how.



# Simply everything and more.

## The iba product range.

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What's new in the bakery, confectioner and snack industry? iba 2015 introduces all the latest trends – from baking ingredients to packaging – and presents the most successful, most creative and most innovative companies.



**Raw materials/Ingredients**



**Shop fittings/Equipment**



**Production technology**



**Coffee**



**Snacks**



**Packaging**



**Logistics**



**Cleanliness/Hygiene**



**Energy**



**Accessories**

# The trends of tomorrow.

## Experienced live at iba.

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In 2015, iba will again be showcasing the latest trends in the industry in special exhibition areas.

### **COFFEE WORLD:**

Follow the smell of freshly roasted coffee and experience the whole spectrum of the popular beverage coffee for yourself – from green coffee to roasting to preparation. Here, bakers, pastry chefs, restaurateurs and caterers learn how to respond to increasingly demanding customer requirements. Take advantage of the opportunity to compare the differences in taste and put the latest machines and accessories through their paces.

In conversations with experts, you will get the best tips when it comes to coffee, business models and budget.



### **SnackTrends:**

This is where the world of snacks – fresh snacks, fine and frozen foods – opens itself up to you. Gain a compact overview of the world of snacks and obtain a wealth of information about store design and technology in this special exhibition area. At the iba forum, experts share everything they know about snacks in live demonstrations. The German Bakers' Confederation also operates the Transparent Bakery – this is where baking experts produce snack creations in front of an audience all day long.

The range of snack solutions goes far beyond the special exhibition area – exhibitors also display their products in other halls.



# See more, experience more. With iba's programme of events.



## **iba forum:**

Live demonstrations and knowledge transfer.



## **iba summit:**

International congress for the baking industry at 11.9.



## **iba-UIBC-CUP:**

International competitions between the best of the best.



## **iba Oktoberfest tent:**

Celebrate in a typically Bavarian ambiance.



## **Seminars and bakery tours:**

Profit from the know-how of experts.



**Award ceremonies:** Awards presented to the best and most innovative in the industry.



**Packaging:** Learn everything there is to know about packaging in hall B1.



**Newcomers at iba:** This is where everything is all about innovations "made in Germany".

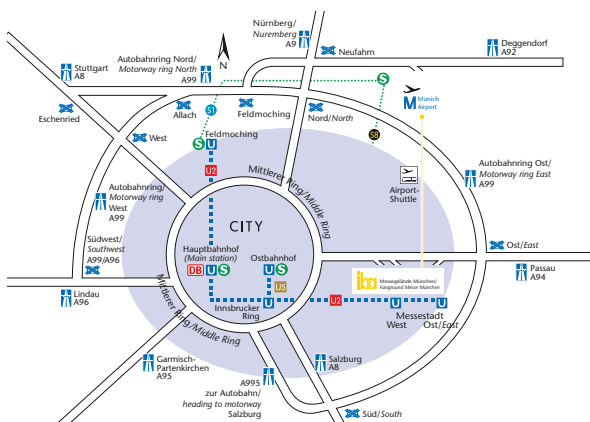
Further information: [www.iba.de/programme](http://www.iba.de/programme)

# Munich awaits you.

## It's time for iba 2015.

You will profit from your visit to iba 2015 in myriad ways and take away with you valuable professional know-how, countless new impressions and fantastic inspirations for your own business. Make sure that you also take advantage of your time in Munich to get to know one of Germany's most attractive cities. Experience Munich's typical joie de vivre for yourself during your time at the trade fair: in exclusive restaurants or quaint beer gardens, in the historic section of town, the English Garden or the Olympic Park.

### How to get to the fairground:



### Arriving by car:

On the A94 motorway, take the "München-Riem" exit (entrance west) or "Feldkirchen-West" exit (entrance east).

### Arriving by train:

Take advantage of special train fares to iba that start from € 99.

### Arriving by train/local public transportation:

You can travel on the underground line U2 from Munich's main train station (Hauptbahnhof) to the fairground in approx. 20 minutes or from the eastern train station (Ostbahnhof) in approx. 10 minutes.

### Arriving by plane:

You can travel from Munich Airport to the fairground by suburban train, shuttle service or taxi.

Additional important travel information is available at [www.iba.de/travel](http://www.iba.de/travel).

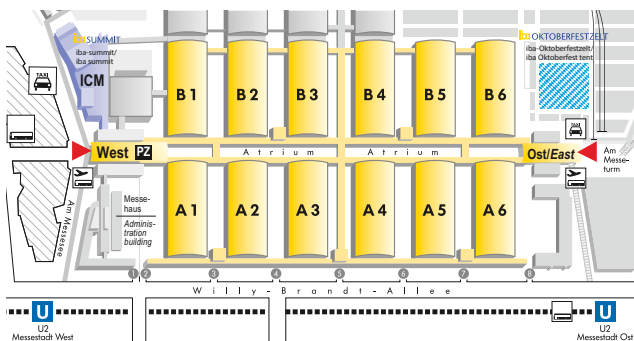
# All about iba 2015.

## Our services for you.

Take advantage of a number of services that will help you make your way to iba and make your stay more enjoyable.

- Selected hotels with special prices for iba visitors
- Special conditions offered by Lufthansa
- Luggage service for Lufthansa customers
- Shuttle service from the airport to the fairground and back
- Special deals offered by Deutsche Bahn (German Rail)
- Offers for tours in and around Munich
- Free media for preparation and orientation purposes (app, online catalogue and subject-specific guides)
- Free Wi-Fi in the exhibition halls

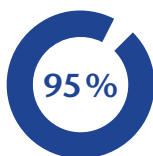
### iba 2015 site map:



### Conclusion of visitors to iba 2012:



profited from representation of the entire product chain at iba



were completely satisfied with iba

# At a glance.

## Information about iba 2015.

### Dates:

Saturday, 12 September 2015, to Thursday, 17 September 2015

### Venue:

Fairground Messe München, halls A1 – A6 and B1 – B6

### Opening hours:

Saturday to Wednesday: 9:30 a.m. to 6:00 p.m.

Thursday: 9:30 a.m. to 5:00 p.m.

### Online ticket sales:

Starting April 2015 at [www.iba.de/en/tickets](http://www.iba.de/en/tickets)



### Organiser:

GHM Gesellschaft für Handwerksmessen mbH  
[www.ghm.de](http://www.ghm.de)



### Owner:

Zentralverband des Deutschen Bäckerhandwerks e.V., (German Bakers' Confederation)  
[www.baeckerhandwerk.de](http://www.baeckerhandwerk.de)



### Supporting partners:

International Union of Bakers and Confectioners  
[www.worldbakersconfectioners.org](http://www.worldbakersconfectioners.org)



Verband Deutscher Großbäckereien e.V.  
(German Federation of Plant Bakeries)  
[www.grossbaecker.de](http://www.grossbaecker.de)



Deutscher Konditorenbund  
(German Confectioners' Confederation)  
[www.konditoren.de](http://www.konditoren.de)

### Contact for visitors:

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[youtube.com/ibamunich](http://youtube.com/ibamunich)