The 16th China Bakery Exhibition

Summary

All-China Bakery Association

June, 2012
I. Basic Information

**Name:** The 16th China Bakery Exhibition, 2012  
**Date:** May 18-20, 2012  
**Venue:** China Import and Export Fair Complex, Area A (1.2-5.2 Complex)  
**Approved by:** All-China Federation of Industry & Commerce  
**Supported by:** China Chamber of Commerce  
**Hosted by:** All-China Bakery Association (A.C.B.A)  
**Organized by:** Beijing Zhonglian Dinghe Bakery Technology Co., Ltd.

II. Brief Introduction

China Bakery Exhibition, which is the earliest professional bakery exhibition in China, holds its 16th exhibition in China Import and Export Fair Pazhou Complex, the largest one in Asia. The exhibition has held for 16 consecutive years and has close relationship with the development of bakery industry. The venue of this exhibition are 1.2-5.2 complexes in Area A, and its area is over 50,000 m², increasing of 20% over that of the previous year. There are 773 exhibitors (a year-on-year increase of it is 12%) and over 60,000 professional visitors coming from 42 countries and regions. The exhibition covered the whole bakery industry, ranging from baking raw materials and additives enterprises; production lines, equipment, appliances and mold companies; packaging equipment, packaging design and manufacturing enterprises to the whole industry chain of management, training and technology service. With the expanding of the exhibition’s scale, the continuous improving of exhibition activities and information platforms and the enhancing of its influence, the service idea and the organizational mode of the exhibition highly attracted the attentions from the bakery enterprises in China and abroad and is approved by them. Most famous bakery enterprises in China and abroad such as Hong Kong Maxim’s Group, Taotaoju, Lin Heung Tea House, Yongye Cake, Guangzhou Zhujiang Lianrong, Guangzhou Hawsheng Food Co., Ltd., Guangzhou Southstar Machine Facilities Co., Ltd., Saimai Food Machinery Co., Ltd., Changgang Cake, Wuxi
San Neng Bake Ware Corporation and Guangzhou Meidu Coffee take part in this exhibition. Besides, according to the industry needs and combing with China bakery industry development trend, the exhibition specially provided colorful activities in many areas, including skill communication (Professional Baker Gathering), operating and management (the Bakery Culture and Economy Forum) and special beverage making in multi-level bakery marketing (Coffee Exhibition Area).

**III. Exhibition Features**

The Pearl River Delta area, which is adjacent with Hong Kong, Macao and Taiwan, and the Southeast Asian regions, is the trade-oriented port that is firstly opened outside in large scale in China. A lot of excellent bakery enterprises and entrepreneur, especially the professionals from Hong Kong, Macao and Taiwan and the compatriots from overseas enter the mainland market and making the modern bakery industry in mainland China develop speedily. The Pearl River Delta area is the cradle of modern bakery industry in mainland China and played a significant role in China bakery industry. The excellent bakery enterprises in this area also represented the development level of China bakery industry.

The bakery industry in the Pearl River Delta area is famous for their complete production chain, large scale and high concentration for many years. A.C.B.A has decided to hold the China Bakery Exhibition in Guangzhou, the development center of the Pearl River Delta area, in order to direct the development of the industry well. Based on the unique advantages of this area, the exhibition fully show the best products in China bakery industry, strengthens the communication among bakery enterprises in China and abroad and promotes the common prospects and development of China bakery industry.

With the ASEAN-China free trade zone establishing officially and developing, the cooperation between China and Southeast Asian countries is further deepened. According to the strategic guidelines of Making the Pearl River Delta as the Base to Expand to the Southeast Asian Region, China Bakery Exhibition has established close contact with the industry organizations in Southeast Asian region and attracted lots of Southeast Asian exhibitors and visitors. Its influence has expanded to many countries in this region.
According to the idea of industrial structure transformation and the objective law of industry development from low to high, the bakery industry is in the strategic upgrading status. Both the complete industry group and the strong purchasing power of the exhibition bring great opportunities for individual aspects of bakery industry chain. The future trend and focus of industry development is the bakers with compound and unique style. In order to give right directions to the new industry trend, A.C.B.A particularly established special coffee showcase, imported food and beverage showcase in this exhibition to meet with the industry needs and provide the ideas for business development and technology support and cooperation for professional visitors.

**IV. Data Analysis**

1. There are total 773 exhibitors, including 318 machine and equipment exhibitors (41%), 213 raw materials exhibitors (27%), 167 packaging exhibitors (22%) and 50 international exhibitors (7%).

![Pie Chart](image)

2. There are 2 292 booths in this exhibition, including 1 135 machine and equipment enterprises (44%), 678 raw materials enterprises (34%), 367 packaging enterprises (19%) and 71 international exhibitors (3%).
3. The number of visitors: According to incomplete statistics, there are 45,862 professional visitors, 23,137 in first day, 17,044 in second day and 5,681 in last day, including about 500 international buyers from 41 countries and regions.

4. The statistics of professional visitors by their working functions:
   Management 3.73%, Service 1.63%, Technology 17.50%, Purchasing 7.37%, Sales 25.96% and others 3.73%
V. **Main Activities**

1. **Activity Introduction:**

   **Activity Schedule**

<table>
<thead>
<tr>
<th>Activity Name</th>
<th>Date</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>The Selection Contest of the Fourth World Bakery Contest (Xinliang Cup) (South China)</td>
<td>May, 18-20</td>
<td>China Import and Export Fair Pazhou Complex, Area A, Movement Area of 1.2 Complex</td>
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<tr>
<td>Malaysia Food and Culture Festival</td>
<td>May, 18-20</td>
<td>China Import and Export Fair Pazhou Complex, Area A, 4.2 Complex</td>
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<tr>
<td>The Fourth Baotao Cup National Bakery Knowledge Competition</td>
<td>13:30-17:00 May, 18</td>
<td>China Import and Export Fair Pazhou Complex, Area A, Zhujiang “Walking Road”</td>
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<tr>
<td>Coffee Culture Festival</td>
<td>May, 18-20</td>
<td>China Import and Export Fair Pazhou Complex, Area A, Movement Area of 1.2 Complex</td>
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<td>IFCBC Showcase</td>
<td>9:00-17:00 May, 18-20</td>
<td>China Import and Export Fair Pazhou Complex, Area A, 5.2 Complex</td>
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2. Main Activities:

The rapid development of China bakery industry has been approved by the world and more and more bakery enterprises in European and Asia-Pacific regions has become to pay attention to the development of China bakery industry. So the bakers themselves, which are the main element of development, become the focus of colleagues in China bakery industry. The high-level foreign technology, equipment and raw materials need to be used by China bakers and thus give more strict requirements for them.

1.) The Selection Contest of the Fourth World Bakery Contest (Xinliang Cup) is the main activity in this exhibition. The contest is not only the practice platform for the young bakers, but also a stage for the international professional bakers to introduce the advanced bakery ideas and leads the international trends for bakers inside and outside the bakery industry. The contest is also the platform for the bakers to improve their skills.

2.) The Fourth Baotao Cup National Bakery Knowledge Competition is applauded by the colleagues, because of it theoretical basis training provided for bakers, flexible way of knowledge competition, generous awards and good learning atmosphere.

3.) Professional Baker Gathering is a stage for young bakers to show their skills. All-China Bakery Association Select Training Committee organized the young bakers from its training schools to take part in this activity. Besides practicing their skills and demonstrating the bakery charms for the visitors, it also provided a show opportunity for the young bakers.

VI. Media Promoting:

There are 50 professional medium were invited to promote and report to the exhibition from multi-views. The name of the media is as following (all in random order):

TV Media: Guangdong MDTV
Press Media: China Food, Yummy Weekly Press
VII. Contact Us:

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