

# 台北國際 供信 愛 設備展 TAIPEI NTERNATIONAL BAKERY SHOW 2.16 (四) 19 (日) 台北南港展覽館 16, 4F

## **Show Report**

**TAIPEI INTERNATIONAL BAKERY SHOW** February 16(Thu.)-19(Sun.) Taipei Nangang Exhibition Center, Hall 1, 1&4F

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#### I · SHOW PROFILE

## 2023 Taipei International Bakery Show

- 1. Date: February 16 (Thu.)-19 (Sun.) 10:00-18:00(Last day until 17:00)
- 2. Venue: Taipei Nangang Exhibition Center, Hall 1, 1F & 4F

3. **Adviser**: The Bureau of Foreign Trade, MOEA / Industrial Development Bureau, Ministry of Economic Affairs

4. Organizer: Taipei Bakery Association/ Chan Chao Int'l Co., Ltd.

5. **Co-organizer**: Department of Information and Tourism, Taipei City Government/ International Federation of Chinese Bakery & Confectionery Association/ International Union of Bakers and Confectioners/ United Bakery Association ROC/ Taiwan Confectionery, Biscuit & Floury Food Industry Association/ China Grain Products R & D Institute/ Taiwan Gateaux Association/ Taipei B.I.S. Association/ National Kaohsiung Hospitality College/ Taipei Kai-Ping Culinary School

#### 6. Entry Options :

- Oversea buyer Ticket Redemption : People who has foreign nationality or has foreign residency or has business registered overseas is eligible for Oversea buyer pre-registration and obtain a 4-day visiting pass.
- Invitation Code : Register online with the invitation code to get 1 day free pass.
- Ticket : Regular Tickets: NT\$200 · Concession Tickets: NT\$100

X Eligibility Criteria for Concession Tickets: Senior ages from 65-69 or visitors with disabilities and one accompanying person (Must provide disability manual).

※ Free entry for seniors over 70 year-old and children under 12 year-old(ID required)

※ For security reasons, declined pets (except guide dogs) and visitors who wear flip flop.

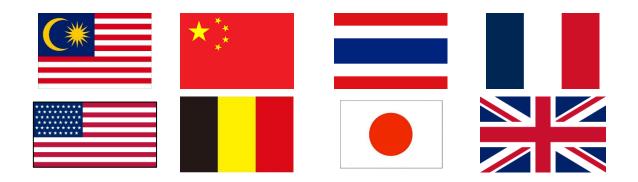
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#### II · SHOW SCALE

#### **Exhibitor Profile**

The exhibition covered two floors of Taipei Nangang Exhibition Center Hall 1. Including **375 exhibitors**, **1,641 booths**. The exhibitors of baking material, baking equipment & auxiliary take up 90%. Among them, there are exhibitors from Malaysia, Thailand, France, the U.S.A., Belgium, Japan, England and Central America.

	Baking Equipment	Baking Material	Bakery Store	Coffee	Wine	Total
Exhibitors	195	133	14	18	15	375
Booths	826	704	51	24	36	1,641



#### Visitors Profile

The overall counts of the visitors settles at 150,456.

Day1	Day2	Day3	Day4	Total
33,425	37,501	40,527	39,003	150,456

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#### III 、 EVENT ACHIEVEMENT

#### 1. 51th UIBC International Competition for Young Bakers 2023 in Taipei

The UIBC International Championship for Young Bakers is a very traditional competition that has been held annually since 1971. It serves to motivate the best young bakers internationally and aims to present them to the public for reasons of recruiting young talent. However, the competition is also intended to find young talent for the national teams of the countries and other international competitions.

The winners of the 51th UIBC International Competition of Young Bakers 2023 are :

1	Taiwan
2	Sweden
3	Brazil
Special Jury Award	Vietnam
New Country Award	Malaysia

#### Contestant :

Country	Contestant		
Brazil	Larissa da Silva Brito		
	Marcella Dionisio Ferreira		
Malaycia	Lai Pei Ting		
Malaysia	Chan Wai Yee		
Vietnam	Vo Nhat Duy		
Vietnam	NguYen Thi Thien Nhi		
Taiwan	Jian Sih Yun		
Idiwali	Cheng Jie Ying		
Cinganara	Nurul Nashyira Binte Sumaimi		
Singapore	Elton Pang Tai Shun		
Germany	Boymirzoeva Malika		
	Alexander Weinhold		
Sweden	Andrea Wiberg		
Sweden	Cassandra Persson		

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#### 2. The UIBC Junior World Championship of Confectioners 2023 in Taipei

The UIBC Junior World Championship is a benchmark test of upcoming talents in the confectionery trade. Within the scope of this World Championship upcoming talents shall be encouraged and the image of this craft shall be made well-known to a broad public. The world's two largest bakery associations UIB (The International Union of Bakers) and UIPCG (the International Union of Confectioners) formally merged into UIBC (the International Union of Bakers and Confectioners) in January 2014, The UIBC Junior World Championship held after the merger.

The purpose of the competition is to inspire the best young pastry chefs in the world and to show their talents to the public. Furthermore, looking for young talents for national teams and other international competitions.

In the competition, young pastry chefs will show their outstanding abilities and skills, to complete the surprising and inspiring works.

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#### The winners of the The UIBC Junior World Championship of Confectioners 2023 are :

1	Taiwan - Lin Peng Yi	
2	Brazil - Matheus Guilherme Marchetti	
3	Brazil - Gabrielle Fernandes Belchior	

#### Contestant :

Country	Contestant	
Brazil	Matheus Guilherme Marchetti	
סומצוו	Gabrielle Fernandes Belchior	
Malaysia	Tan Jing Wen	
Germany	Sophie Charlotte Grimmig	
Taiwan	Lin Peng Yi	











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#### 3. 2023 Taiwan Gâteaux Cake Contest

The Taiwan Gâteaux Association was established with the objective of enhancing skills in the baking industry by organizing periodic baking competitions and seminars, also cultivating a new generation of bakers, to helping them become a patissiers and meet international standards. The Taiwan Gateaux Cake Contest is divided into student group < professional group and society group.



Photo Credits | Taiwan Gâteaux Association

#### 4. 2023 TIBS Baking Industry Annual New Product Award

2023 TIBS Baking Industry Annual New Product Award gathers 45 new products of bakery equipment and raw materials selected by the professional jury. Among them, there are 4 innovative products selected by the jury, which motivate vendors to continue developing new items with the goal of driving the baking industry continuously forward!

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#### 5. TIBS Navigator

We have specially invited the the champion team of the 2022 Coupe du Monde de la Boulangerie to be the [Taipei International Bakery Show 2023] TIBS Navigator! The expertise of 2022 Taiwan's pride shall lead everyone into a new era of baking!



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#### 6. PON of Taiwan - Beauty and the Beast

Specially invite Baking Chef Hsu Shao-Huan, one of the champions of the 2022 Coupe du Monde de la Boulangerie, to make classic comes to life again! With "love" as the artisanal baking theme for the 2022 Coupe du Monde de la Boulangerie, the visual presentation of this work is based on "Beauty and the Beast". Kneading techniques are paired with an artistic concept. In addition to the natural colors of its ingredients, it also displays the distinctive golden hue of freshly baked bread. The "Beauty and the Beast" work displayed for four days during the exhibition.



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#### 7. 2023 Taiwan Bakery Award - Top 30 & Rising Star

With the hosting of the second Taiwan Bakery Award, Taipei Bakery Association and Chan Chao Int'l Co., Ltd. are committed to bringing the baking industry into the digital age. Online traffic volume is used to help vendors gain insight into trends, while simultaneously emphasizing the importance of internet marketing.

Not only insight into trends, we also invested resources in cultivating new baking stars! For the first time, this event held the "Taiwan Bakery Award - Rising Star", which used puffs as the theme for the baking competition because they were the most popular bakery item on the internet for the year. Bakers across Taiwan are invited to participate in the competition!

Awards	Product Name	Brand
Gold Award	PURE	Novotel Taipei Taoyuan International Airport
Silver Award	Red Velvet Cream Puff	SUNMERRT
Bronze Award	-	ZHEN YI XUAN
Special Award	HOTDOG PUFF	Luho Puff
Special Award	Finger puff (passion fruit)	Greedy Beagle

#### The winners of the Rising Star are :



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#### 8. TIBS Champion Coach' s Annual Special Recipe - Lemon Cream Puffs

In response to the "2023 Taiwan Bakery Award - Rising Star" event, the conference invited the collaboration of media platforms, DailyView, to determine the most popular baking item based on search volume and online discussion. The winner - puff. As a result, TIBS invited the master bakers Kuo-Yi Lee to share his exclusive puff recipes!



#### 9. 2023 TIBS Bakery Mentor

TIBS provide bakers who are working hard in the industry or preparing to start a business, and want to join the bakery industry, a more in-depth communication opportunity. The conference invited the founder and chairman of Amo Bakery Chou Cheng-Hsun, and the founder and chairman of Viva Bakery Chang Guo-Rong as mentors. In the form of mentors and on-site meetings, they provided information on business, entrepreneurship, technology, etc.

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#### 10. 2023 TIBS Booth Design Award

TIBS Booth Design Award encourages exhibitors to beautify their booths and improve the overall exhibition quality. Through this creativity, it can create a professional exhibition image for the Taipei International Bakery Show.



#### 11. Free Entry for Bakery License

To gather more targeted professionals within the baking sector, individuals who has the certificate listed can have 1 day pass to the show. There are nearly 20,000 people applied for this program.

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#### IV **•** MARKETING & MEDIA ACHIEVEMENT

#### 1. Advertising effectiveness:

To ensure TIBS gets the most media coverage, our marketing team has used every major channels to distribute the trade show information, including television, GDN and Facebook...etc. The total internet reach of this year is **nearly 8 million**.



#### 2. Media Cooperation

Join forces with the leading brands and media partners which covering various industry, like 《Taishin International Bank》、《Shopee》. Taipei International Bakery Show gathered all sources from online and offline and created the maximize exposure.



#### 4. Media Exposure

In the course of the expo, there are over**100 posts** of mainstream media on TV, newspaper, and the internet.

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烘焙界再添光彩!露社事件當靈感 世界青年麵包大賽套冠



三能烘焙展精銳盡出 兔子造型土司模具新亮相



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door」實營及戶外休閒相屬產品即將上市 1-3dTITEEE Vouvori / 重要公グ/FFRV 三章集團 (2023年台北國際結合整備編集) 起金市物価品,建築時得年台北統和協約常然,今年會展演編以「總角相侵超級 に」232時常名為增送: 三篇集團的化学表現時。安安佔位哲學最終起時得接行專業展演、互動指導,會中的發展最高 (Samerg Outdoor) 系列,重要換別小外指範疇局品的現在下半年正式推出。

會電腦不正要整個中主力的品。分子是些上決得。日期正和此處《年上均等有象出版今見型生土決絕其之合作。總極振躍 申集:這一些建設期始最市場實際品的主導。二面中有要要提供要用量。他做定可加加小本規模批准時間中有生材和 法認知證問題以為一時的經過要用是一成一年時以已的描述要要是《三型出版宣言要小语》是最高,生產品處常等 低二氧化碳相接量,甚至規數了提供公正活動,也合於機能的比赛等。

二年集集的计划的管路方式等来市。公司今年很计的行政整计部位宽置,其集中扩大专业部以获进中,例如,公司和工家方方 重要要理。不可以以,可你可工具的骨部就成本让教育内观,在"新品"上能用的技术,通知不是用,在重点和转移的一种分子之动形,在重点和转移的一种分子之动形。在一面上直接补持的研究 整理可以这些人力的增度的问题,一样完全就能可能就这些人员,如此一会子客户大能带有人力成本,「计你无限用」描述中 利用运输物能更为。



2023台北國際烘焙暨設備展參觀資源 (15)-19(15)10:00-10:00 (前市11前至17:008年) 載日:和場子指導:並用市前前12歳以下非違人可 第211-1

德恩FN011包餡機 入圍年度新品獎 H 04-10 2023/02/20 工業時間 林安康



课形食品绿领着形FN011研发力包括绿,细肉各嗪和硬膏和科蛋品,第7并空营



書思FN011無壓力包結機,使用全新能料吐出裝置,達用的 軟質部料,硬質如料,開其內品及條款錄等內部,大幅是升 應用範圍。

【5分鐘快速 掲款】支客票

KN500大星人包括物自動化高速主身。每分種包括60回。 合落所每分種40倍。建本研發包約能後次包閉。運動交包 臺品和軟件変厚單。專品類包、能點。調理食品設計一種共 用的ANASSIE動解釋每分優整地100回。為市場產所最高。 高質素得定的包括設備。 ##7/8 2023台北國際烘焙暨設備展2/16開跑!全台前5強泡芙、年度必吃TOP30烘焙 品同步登場

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「台北國際供地暨設備員」2023年2月16日至19日48日東省扁蟹曲登場・不但舉辦曲官「重力協」供総裁費・重要家 各種中支援部範盤傳輸業「2023台地間将港大賞-TOP30」,現象超過360間影響。 Hiteoの保護性・書質研想的研友不能

第二百年一 亞之派機構成由主題大局「台北局期原用電器設備」(Taipen Inti Bakery Show)」2023年2月16日至19日時計漸考察開始1 第一4種近大華華。見意傳書題種,各方各種所做人交通動的問題推測,主要單立此北市結局期高調(會利用印度 指企業税公務存公司以「向田研要力」共同「新会」、加爾。奧片「創」所代表的創所與組織体,最早一条引主動中設置

台灣鳳梨青茶在法式泡芙飄香 28歲林冠天奪烘焙大賞金獎



被費為台灣拼感之父、中華戰錄會品工業技術研究所所長證岸河邊任 主躬與金牌師應評選出地英國力獎金級詞質得主。(記書與柏軒攝)

【記動告拍軒/出北城傳】第二屆2023台灣供總大賞今(8日)公布就憲成績,今年以"相关"為主 題實整高手角经冠軍。28歳林冠天花半年研究出導風熱,脣茶,董麥等原料並融人法式泡失工法內, 讓本土味在法式超點中職番,專下署內貨金貨幣定。

出元布福斯國教司養公會與假經國際企業公司職時「第二屆2023出營供應大賞」,今年以「包买」為 主題。就完全於形成互素多獎,拿此新品一較高下,并超後30家多賞。由出意明短之久。中華新游商 正面放然把完全所成范迪內探查工匠能以包括,世界新藝全体結婚等專業評審團時,要通出道 刀換集。錄,副獎。



#### 世界盃青年麵包西點大賽 台灣選手奪雙冠



ME UBC世界臺灣洋南越大國及UBC世界臺灣等難四大面19日左自北陽和常華,自常臺墨林花底(第左 28)及關議範,簡易份別沒用電道電簧臺層在台湾。(主華畢竟如果)中央社記者完整編集員112年 2月19日

- (□共)((中共社記書会疑惑台北19日電)台灣小將的供將買力不可小錢・UIBC世界孟壽年
   ▲23 麵面以裏及UBC世界高雪年否訟大赛今天落幕。分別田台灣銀手面帶的、劇場編及
   林其儀裏下冠星。
- f 台北國際供給暨設備展自16日配一連4天在南港展覽的登場,展覽中同步墨墩UIBC 世界盃音年聽到大赛及UIBC世界盃音年西點大赛,比赛給果今天下午出版。 ¢
- UBC世界西南年編成大賽亞台灣代表隊的目前,都建築客下冠軍,成功將首座歐洲 外醫媒的世界国有半續包大賽冠掌算區留在台灣,世界国有半百點大賽到由台灣代表 著予林其樂選得就是,誰供搞界的台灣之光再地解雇。 0



sebagai media partner dari acara ini

Pameran yang berlokasi di Taipei Nangang Exhibition Center, Hali L Lantai 1 dan 4 tersebut, memang terbagi menjadi 2 bagian, sesuai dengan lokasi lantainya. Di lantai 1 berlangsung pameran terkait berbagai produk, layanan dan terknologi Baking Gujament (peralatan baking) dan pemrosesan baking. Sedangkan di lantai 4 64 BARECA e-Magazine



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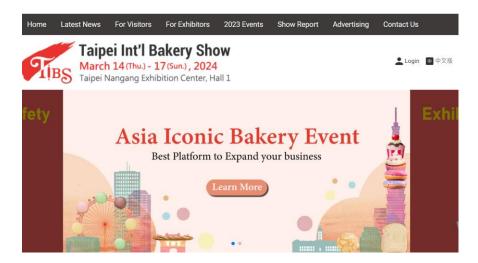
#### 5. Internet Statistics

The Official Website and Facebook Fan page of Taipei International Bakery Show created over **1 million** page views from January 16 to February 19 in 2023.

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# W

### The Official Website



#### The Official Facebook Fan page





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#### V SHOW GALLERY

























