



台北國際 烘焙暨設備展

TAIPEI INTERNATIONAL BAKERY SHOW

2.16_(四) ▶ 19_(日) 台北南港展覽館 1館 1F, 4F

Show Report





CONTENT

I 、 SHOW PROFILE	2
II 、 SHOW SCALE.....	3
III 、 EVENT ACHIEVEMENT	4
1. 51TH UIBC INTERNATIONAL COMPETITION FOR YOUNG BAKERS 2023 IN TAIPEI...	4
2. THE UIBC JUNIOR WORLD CHAMPIONSHIP OF CONFECTIONERS 2023 IN TAIPEI..	5
3. 2023 TAIWAN GÂTEAUX CAKE CONTEST	7
4. 2023 TIBS BAKING INDUSTRY ANNUAL NEW PRODUCT AWARD	7
5. TIBS NAVIGATOR.....	8
6. PON OF TAIWAN - BEAUTY AND THE BEAST.....	9
7. 2023 TAIWAN BAKERY AWARD - TOP 30 & RISING STAR	10
8. TIBS CHAMPION COACH'S ANNUAL SPECIAL RECIPE - LEMON CREAM PUFFS...	11
9. 2023 TIBS BAKERY MENTOR	11
10. 2023 TIBS BOOTH DESIGN AWARD	12
11. FREE ENTRY FOR BAKERY LICENSE	12
IV 、 MARKETING & MEDIA ACHIEVEMENT	13
1. ADVERTISING EFFECTIVENESS:.....	13
2. MEDIA COOPERATION	13
4. MEDIA EXPOSURE.....	13
5. INTERNET STATISTICS	15
V 、 SHOW GALLERY	17



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

※ 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.

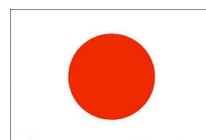
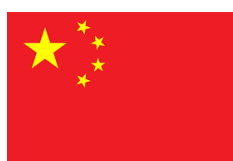


II · SHOW SCALE

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



III · EVENT ACHIEVEMENT

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

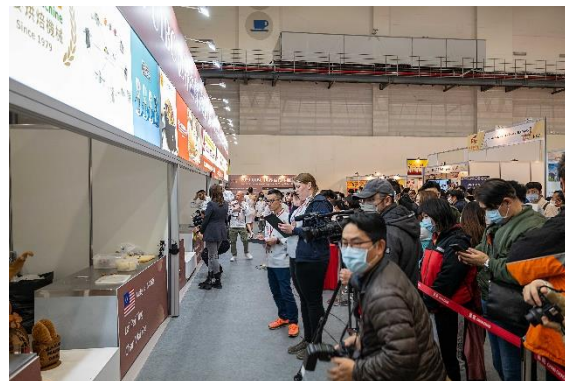
The UIBC International Championship for Young Bakers is a very traditional competition that has been held annually since 1971. It serves to motivate the best young bakers internationally and aims to present them to the public for reasons of recruiting young talent. However, the competition is also intended 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
Malaysia	Lai Pei Ting Chan Wai Yee
Vietnam	Vo Nhat Duy NguYen Thi Thien Nhi
Taiwan	Jian Sih Yun Cheng Jie Ying
Singapore	Nurul Nashyira Binte Sumaimi Elton Pang Tai Shun
Germany	Boymirzoeva Malika Alexander Weinhold
Sweden	Andrea Wiberg Cassandra Persson



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.

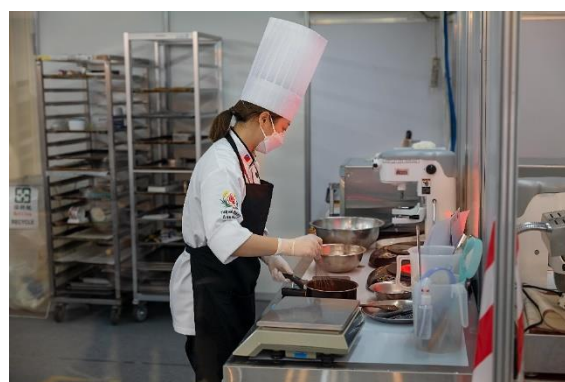
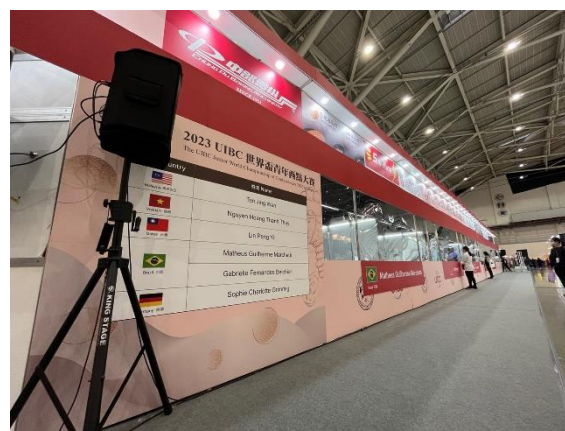


The winners of the The UIBC Junior World Championship of Confectioners 2023 are :

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

Contestant :

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





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!



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!

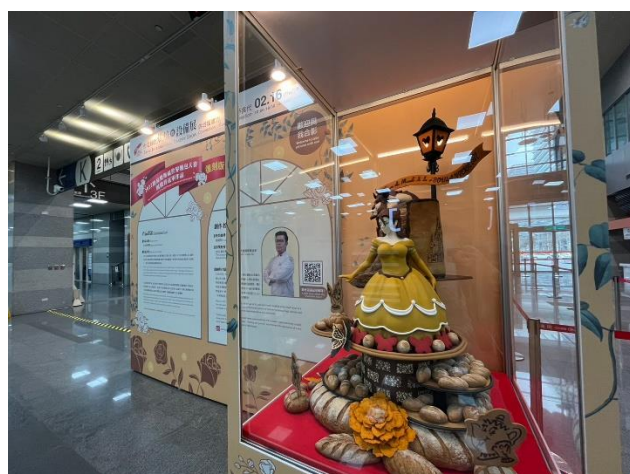




6. PON of Taiwan - Beauty and the Beast

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.





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!

The winners of the Rising Star are :

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





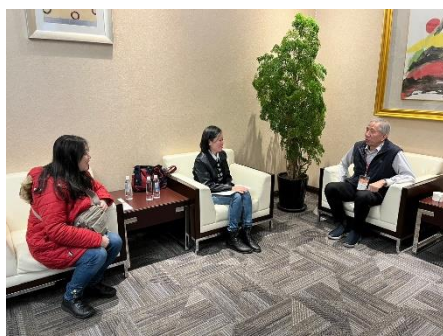
8. TIBS Champion Coach' s Annual Special Recipe - Lemon Cream Puffs

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.



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.

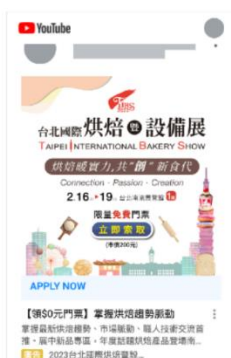
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IV、MARKETING & MEDIA ACHIEVEMENT

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.



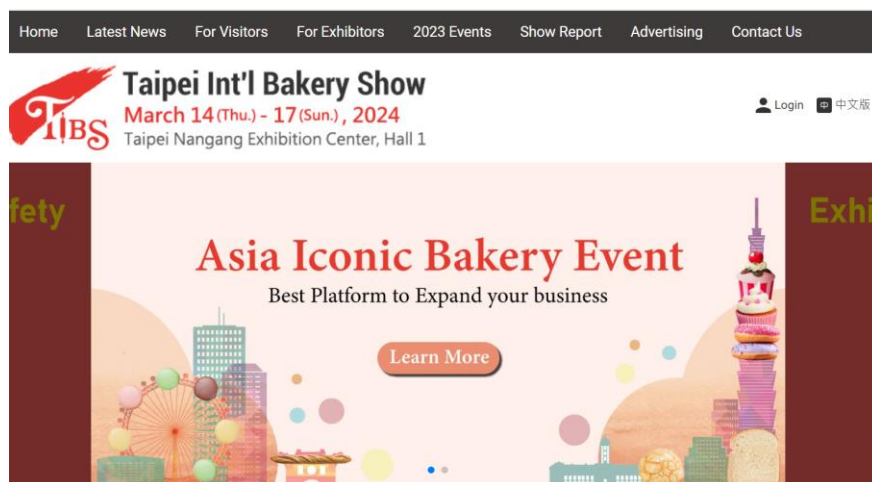
5. Internet Statistics

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.

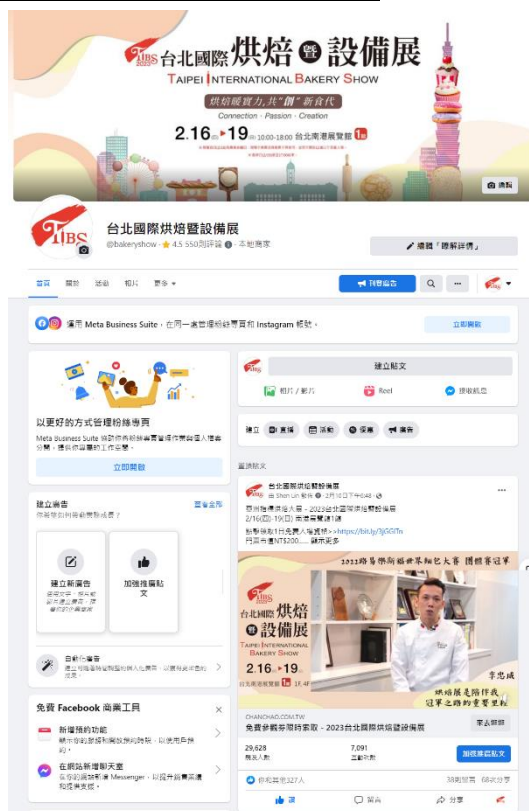
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The Official Website



The Official Facebook Fan page





V · SHOW GALLERY

