



# BAKE IT UP!



TIBS 2025

## 台北國際烘焙暨設備展

Taipei International Bakery Show

3.14<sup>Fri.</sup> — 3.17<sup>Mon.</sup>

台北南港展覽館 | 1館 1、4樓

## Show Report





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## I. SHOW PROFILE

### 2025 Taipei International Bakery Show

1. **Date:** March 14 (Fri.)-17 (Mon.) 10:00-18:00 (Last day until 17:00)
2. **Venue:** Taipei Nangang Exhibition Center, Hall 1, 1F & 4F
3. **Organizer:** Taipei Bakery Association/ Chan Chao Int'l Co., Ltd.
4. **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 Gâteaux Association/ Taipei B.I.S. Association/ National Kaohsiung University of Hospitality and Tourism / Taipei Kai-Ping Culinary School
5. **Sponsor:** Department of Information and Tourism, Taipei City Government
6. **Entry Options :**
  - Overseas buyer Ticket Redemption : Non-ROC nationals visiting Taiwan, as well as Taiwanese citizens with overseas residency certification or an overseas registered business card, are eligible to obtain a 4-day visitor pass.
  - Invitation Code : Register online using invitation code to get a complimentary 1- day 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 FIGURES

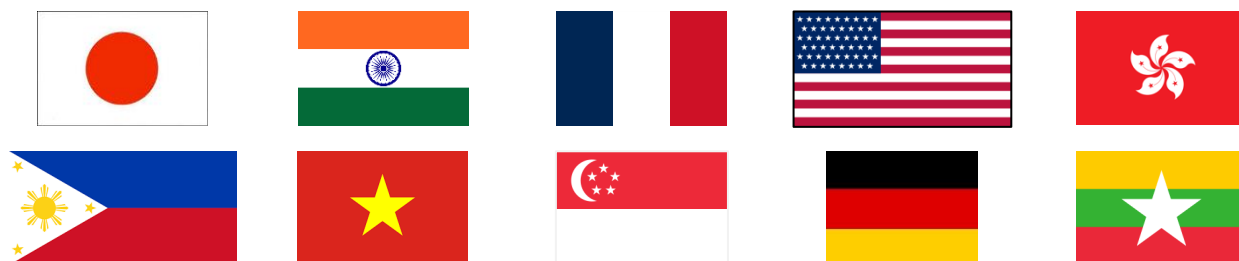
### 1. Exhibition Scale

The exhibiting space covered two floors of Hall 1 - Taipei Nangang Exhibition Center. Including **370 exhibitors**, **1,700 booths**. The exhibition profile diversified into baking equipment, ingredient, finished products and others related items. Impressively, 90% of exhibitors is from baking ingredient, baking equipment & auxiliary categories.



### 2. Exhibitors Profile

In addition to domestic exhibitors, the exhibition also attracted a number of overseas exhibitors who come from Japan, India, France, the United States, Hong Kong, the Philippines, Vietnam, Singapore, Germany, Myanmar, etc.



### 3. Visitors Profile

The show had become the largest bakery and catering exhibition of the year, attracting



a significant number of visitors whose professions were in the industry or related industries. Among them were key brands from various industries, Such as leading domestic channel retailers 7-Eleven, FamilyMart, PX Mart, RT-Mart, and Carrefour; restaurant brands like Wowprime Group and Le Ble d'Or; well-known hotel operators including Hanlai Hotel, Humble House Group, Palais de Chine Hotel, and Hotel Metropolitan Premier Taipei; department stores such as Eslite Spectrum, Shin Kong Mitsukoshi, Qsquare, and Far Eastern Department Stores. Among them are also many key figures in the bakery industry, including chairpersons, bakers, R&D personnel, and procurement managers.

### III. EVENT ACHIEVEMENT

#### 1. 2025 City Bread Championship

The fourth edition of the 2025 City Bread Championship is co-organized by the Taipei Bakery Association, the Taipei International Bakery Show, and the International Federation of Chinese Bakery & Confectionery Associations (IFCBCA). It is an international baking competition that promotes cultural and technical exchanges among cities. Hosted in Taipei, the gourmet city, the event welcomes professional bakers from 15 cities around the globe to showcase the art of baking and to compete for the ultimate title.





### 2025 City Bread Championship – Winners

- 🥇 1st Place – Taipei
- 🥈 2nd Place – Brescia
- 🥉 3rd Place – Reykjavik
- 🏆 Special Award of the Jury President – Daegu

### ● Teams :

City	Team Jury & Candidates
Brescia	Bruno Andreoletti Daniel Zanoni 、 Carlo Roviato
Daegu	Man Gi Kim Man O Kim 、 Dong Hoon Woo
Ho Chi Minh City	Thanh Thi Nguyen Minh Hiep Do 、 Vo Thanh Tam Ngo
Hong Kong	Ringo Chan Vincent Lai 、 Jackson Lin
Sabah, Kota Kinabalu	Wai Ket Choo Jia Xuan Heng 、 Cai Hong Liew
Madrid	Jesús Sánchez Santiago Mariel 、 Joan Serra
Manila	Bien Enrico Ah Wolen Superal 、 Marvin Zabala
Mexico City	Ángel Castañón Oscar Paniagua 、 Gustavo Fragoso
Montevideo	Álvaro Pena Pedro Kapacevich 、 Roberto Núñez
Paris	Rodolph Couston Benat Romain 、 Axel Vignot
Qingdao	Haoxue Wang Shan Liu 、 Yunpeng Jia
Reykjavik	Sigrún Sól Vigfúsdóttir Finnur Guðberg 、 Matthías Jóhannesson





Singapore	Joanne Huang M.W Howard Chew K.H · Andrew Ho P.H
Taipei	Chung Wei Lee Jui Hsun Hsu · Jie Lun Jan
Yangon	Sai San Moon Nyunt Lwin · Zaw Lin

## 2. 2025 Taiwan Gâteaux Cake Contest

The Taiwan Gâteaux Contest aims to boost baking industry skills through competitions. The contest comprises student, professional, and society groups, featuring 12 categories such as Marzipan, Grand Craft, Sugar Art Craft, Chocolate Art Craft, Mousse Cake, Confections & Chocolate, Gift Cake&Package, Rice Flour Cake, Decorative Exhibit, Cupcakes, Whipped Cream Fruit Decorated Cake, Assorted Cookies.



Organizer : TAIWAN GÂTEAUX ASSOCIATION

## 3. Asia Bakery Summit

A 3-day event spotlighting key topics in the bakery industry, including global insights, trendsetting dialogues, expert workshops, and iconic showcases.

Topic	Speakers
<b>3/14(Fri.) 14:00-16:00</b>	
Baking with Lesaffre	Jimmy Kea (Lesaffre Technical Advisor)
<b>3/15 (Sat.) 11:00-12:00</b>	
Bake it Up: from Trends to Opportunities	Susann Seidemann (iba Director) Kerwin Brown (IBIE Leadership) Ilaria Cicero (IEG Asia CEO)



	Christopher Ah (Bakery Fair President) Toshimasa Tanaka (MOBAC Show Committee Vice Chair) Jalan Hsieh (International Affairs Committee Chair)
3/15 (Sat.) 12:00-12:30	
The Sweet Spot – SIGEP in Italy and Singapore	Ilaria Cicero (IEG Asia CEO)
3/15 (Sat.) 14:00-14:45	
Authentic German pretzels and more: Workshop with Bernd Kütscher	Bernd Kütscher (Federal Academy in Weinheim Director)
3/15 (Sat.) 15:00-16:00	
Master Baker Insights	Bernd Kütscher (Federal Academy in Weinheim Director) Günther Koerffer (Royal confectioner of the Swedish King) Jimmy Griffin (President of the Jury) Wu Tzu Ching (UIBC World Baker 2023)
3/16(Sun.) 10:30-16:30	
Wu Tzu Ching Workshop- UIBC World Baker 2023	Wu Tzu Ching (UIBC World Baker 2023)







#### 4. Baking without Borders

"Baking Without Borders" embodies the spirit of friendship and strong collaboration among international baking associations. At **TIBS 2025**, we proudly present a dedicated **Baking Without Borders** area, featuring specialty pastries from **eight countries and regions**. This special showcase also highlights **12 world-leading bakery exhibitions**, esteemed partners of TIBS, fostering global connections within the baking industry.

Exhibition	Country
IFBCBA	Taiwan, Philippines, Vietnam, Myanmar, Singapore, Sabah, Malaysia, China, Hong Kong
Exhibition Partners of TIBS	Member states of IFBCBA, Japan, Korea, USA, Germany, France (12 exhibitions and events in total)





## 5. Souvenir

We've invited Wu Tzu Ching (UIBC World Baker 2023) and Hsu Shih Yuan (2022 WCC World Brewers Cup Champion) to collaborate on this crispy cookies & drip bag coffee souvenir.



## 6. 2025 Taiwan Bakery Award - Top 30 & Rising Star

The Taipei Bakery Association and Chan Chao Int'l Co., Ltd. are dedicated to ushering the baking industry into the digital era. To this end, we organized the third annual 'Taiwan Bakery Award' to highlight industry trends and underscore the significance of online marketing for businesses as well as cultivate new Taiwanese bakery businesses through competitions.

The "Taiwan Bakery Award—TOP30" was presented to the 30 most favored bakery products, selected through customer feedback collected from the internet. To ensure accuracy, we partnered with the renowned data technology company, "Big Data Co., Ltd.," and with its subsidiary data analysis, "Daily View," to conduct this year's survey. Besides the name list of 30 selected bakery brands, we invited One & Only Artisan Bakery, Yannick, Chun Sun Sponge Cake, Cheese Duke, Saint Paul Patisserie, Fuyishan, HON DIN BAKERY CO., LTD. and Amo Bakery

We also invested resources in cultivating new baking products. The theme of the "Taiwan Bakery Award—Rising Star" competition will be Pudding – the top 1 online presence baking product of the year.





## 2025 Taiwan Bakery Award—Rising Star Award Winners

Gold Prize: Jimberly - Farmhouse Handmade Pudding

Silver Prize: Urban Canyon by Brown Study - Urban Canyon Egg Pudding

Bronze Prize: unicofa coffee - Geisha coffee pudding

Special prizes: OhChu Dessert - Silky Amber Pudding

Special prize: Li Shih - Caramel hazelnut pudding



## 7. Top Bakes Avenue

The special 'Top Bakes Avenue' section featured renowned bakery stores showcasing their finest products and exclusive offers.

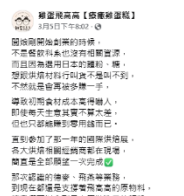
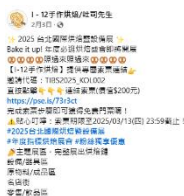






## 8. Home Baking Expert

TIBS invited baking lovers across Taiwan to join forces. Over 60 moderators of baking-themed Facebook/Instagram communities responded, promoting the exhibition through posts.



## 9. 2025 TIBS Booth Design Award

The "TIBS Booth Design Award" to encourage exhibitors to enhance their booths. Criteria include exterior design, brand presentation, space configuration, sustainable energy, and creativity.



Additionally, we integrated the "Booth Design Star: Check-in for Prizes" activity for





increased visibility, with nearly 60 participants during the event.

### 10. Free Entry for Bakery License Holders

To target baking professionals, individuals who has the eligible certificates can have 1 day pass to the show. There are over 20,000 people applied for this program.



### 11. Bakery Show Gala

On the first day night at the Grand Victoria Hotel in Dazhi, guests from worldwide baking industry organizations, European and American industry units, and procurement personnel meet with exhibitors, facilitating mutual exchange and networking.







## IV. MARKETING & MEDIA ACHIEVEMENT

### 1. Advertising effectiveness:

- Extensive advertising across TV, internet, keywords, Facebook, and street banners maximized exposure. Accumulated reach over 6 million



- Media exposure included over 200 appearances in TV and online media, with significant coverage from major TV channels - FTV, USTV, TVBS, EBC.

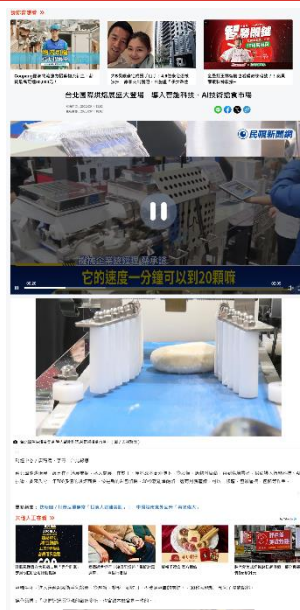


▲2025台灣烘焙大賽-潛力獎獲獎者合影。



# TBS 2025 TAIPEI INTERNATIONAL BAKERY SHOW

## BAKE IT UP! MARCH 14 Fri. — 17 Mon. | Taipei Nangang Exhibition Center Hall 1, 1,4F



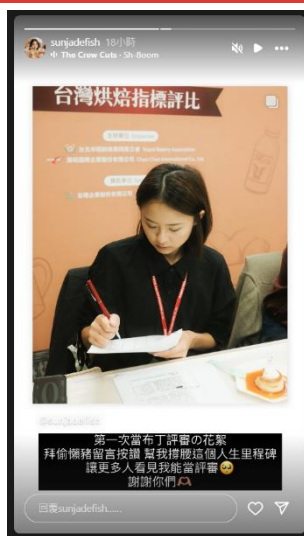
## 2. Public Relations Activities Effectiveness

- Collaborative promotion with nearly 20 influencers and bloggers expanded reach within the baking community.



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- At the opening ceremony we welcomed Taipei City Mayor Chiang Wan-an, International Federation of Chinese Bakery & Confectionery Association President Thin Thin Kyaw, Vietnam Bakery Associations President Kao Sieu Luc, Filipino-Chinese Bakery Association President Christopher Ah, iba Director Susann Seidemann, IEG Asia CEO Ilaria Cicero, MOBAC Show Committee Vice Chair Toshimasa Tanaka, as well as representatives from embassies, consulates, and associations. The ceremony also featured the launch rally of the 2025 City Bread Championship, with teams and judges from 15 cities around the world making a grand entrance to boost morale ahead of the competition.



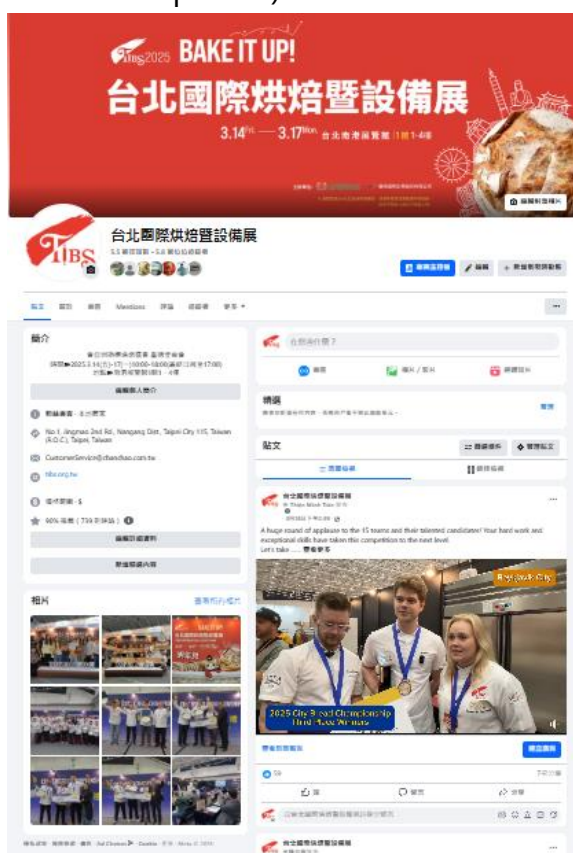


### 3. Official Website Traffic

The official website received over 650,000 page views from February 14 to March 17, 2025

### 4. Facebook Page Traffic

- From January 9 to March 17, 2025, the official Facebook fan page accumulated nearly 2.6 million reach.
- Fan page followers: 58,353 (increased by over 2,000+ followers during the promotional period).







## V. SHOW GALLERY

