

TIBS 2026

BAKE IT UP!

TAIPEI INTERNATIONAL BAKERY SHOW

MARCH 12^{Thu.} — 15^{Sun.}

Taipei Nangang Exhibition Center **Hall 1** 1,4F

Show Report



CONTENT

I.	SHOW PROFILE.....	2
II.	SHOW FIGURES	3
1.	EXHIBITION SCALE	3
2.	EXHIBITORS PROFILE	3
3.	VISITORS PROFILE	3
III.	EVENT ACHIEVEMENT.....	4
1.	2026 UIBC INTERNATIONAL COMPETITION FOR YOUNG BAKERS.....	4
2.	2026 TAIWAN GÂTEAUX CAKE CONTEST	5
3.	ASIA BAKERY SUMMIT	6
4.	BAKING WITHOUT BORDERS	7
5.	TAIPEI INTERNATIONAL BAKED SOUVENIR AWARDS 2026	8
6.	FEATURED BAKERY PLAZA EVENT SERIES	9
7.	BAKING COMMUNITY PARTNERS	10
8.	2026 TIBS BOOTH DESIGN AWARD	11
9.	FREE ENTRY FOR BAKERY LICENSE HOLDERS.....	11
10.	BAKERY SHOW GALA.....	11
IV.	MARKETING & MEDIA ACHIEVEMENT.....	13
1.	ADVERTISING EFFECTIVENESS:	13
2.	PUBLIC RELATIONS ACTIVITIES EFFECTIVENESS	14
3.	OFFICIAL WEBSITE TRAFFIC.....	15
4.	FACEBOOK PAGE TRAFFIC	15
5.	INSTAGRAM PAGE TRAFFIC.....	16
V.	SHOW GALLERY.....	16

I. SHOW PROFILE

2026 Taipei International Bakery Show

1. **Date:** March 12 (Thu.)-15 (Sun.) 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:**

International Federation of Chinese Bakery & Confectionery Association /
International Union of Bakers and Confectioners / Taiwan Confectionery, Biscuit &
Floury Food Industry Association / China Grain Products R & D Institute / Taiwan
Gateaux 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: Seniors aged 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 flops.

II. SHOW FIGURES

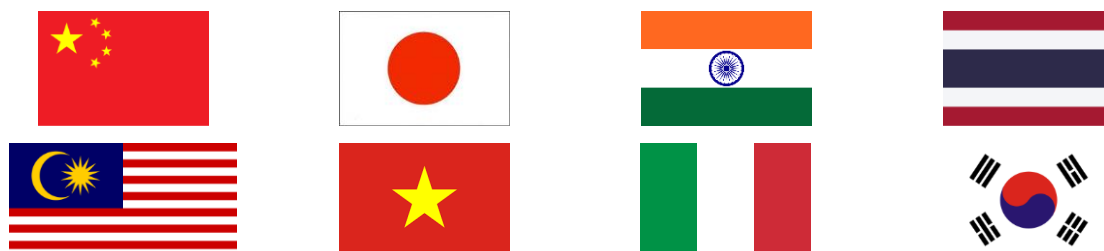
1. Exhibition Scale

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, ingredients, finished products and others related items. Impressively, 90% of exhibitors are 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 China, Japan, India, Thailand, Malaysia, Vietnam, Italy, South Korea, etc.



3. Visitors Profile

The show had become the largest bakery and catering exhibition of the year, attracting a significant number of industry professionals and related experts. Attendees included

key representatives from various sectors, such as bakery and pastry chefs from renowned hotels like The Okura Prestige, Grand Hyatt, The Howard Plaza Hotel, My Humble House Group, and The Grand Hotel; buyers from leading domestic retail channels including 7-Eleven, FamilyMart, PX Mart, and Carrefour; personnel from the bakery departments of well-known coffee chains like Starbucks and Louisa Coffee; as well as faculty and students from the culinary and baking programs of Taipei City University of Science and Technology, Da-Yeh University, Fu Jen Catholic University, and Hsing Wu University.

III. EVENT ACHIEVEMENT

1. 2026 UIBC International Competition for Young Bakers

The UIBC International Competition for Young Bakers, launched in 1971 in Berlin. It offers a global stage for participants to showcase their baking skills and gain international experience.

The competition highlights top young bakers through diverse challenges, from traditional breads to creative pastries. With this year’s theme “Sport,” six teams presented their creativity, craftsmanship, and teamwork.

Taiwan, the only Asian host, welcomes the event again in 2026, marking its second time, while continuing to support young bakers on their path to the global stage.



● **2026 UIBC International Competition for Young Bakers – Winners**

- 🥇 1st Place : Taiwan
- 🥈 2nd Place : France
- 🥉 3rd Place : Germany
- 🏆 BEST TEAM SPIRIT : Brazil
- 🏆 BEST SHOWPIECE : Taiwan
- 🏆 NEW COUNTRY AWARD : Peru
- 🏆 SPECIAL PRIZE OF THE JURY PRESIDENT : Sweden

● **Teams :**

City	Jury Member & Candidates
Brazil	Lucas Alcantara Raiane Suith, Paulo Henrique
France	Romain Soibinet Manon Bernadicou, Rudy Lavigne
Germany	Marc Mundri Lilly Jahn, Jonah Rosentreter
Peru	Marín Astocondor Camila Fernández, Criss Falconi
Sweden	Mattias Jogmark Natalie Rundström, Selma Schwieler Vilen
Taiwan	Tzu-Ching Wu Yu-Xian Lin, Yun-Jung Tsai

2. **2026 Taiwan Gâteaux Cake Contest**

The 25th GÂTEAUX Cake Competition (2026) categories consist of: Marzipan, Grand Craft, Sugar Art Craft, Chocolate Art Craft, Mousse Cake, Confiserie & Chocolate, Gift Cake & Package, Rice Flour Cake, Whipped Cream Fruit Decorated Cake, Candy & Sweets, Assorted Cookies, and Iced Cookies, along with a Whipped Cream Decoration category reserved exclusively for students. Through healthy competition and technical

exchange, the event encourages continuous learning and the challenge of diverse cake techniques each year.



Organizer : TAIWAN GÂTEAUX ASSOCIATION

3. Asia Bakery Summit

The 2nd Asia Baking Summit 2026 was designed as a dedicated platform for professional bakers and industry leaders worldwide to connect and exchange insights.

This year’s summit brought together an exceptional lineup of speakers, including world champions renowned for their success in international baking competitions, as well as celebrated talents from Taiwan and top-tier master artisans from Japan.

Through live demonstrations and exclusive knowledge sharing, attendees were offered a rare opportunity to explore master-level techniques, craftsmanship, and the finer details behind exceptional baking. Covering a comprehensive range of content from foundational skills to advanced applications, the summit delivered a premium curriculum that was widely praised by attendees and industry professionals.

Subject	Speaker
03/12(Thu.) 12:30 - 17:00	
The Making of World Champions – Wu Tzu Ching International Workshop	Wu Tzu Ching (UIBC World Baker of the Year 2023)
	Chen Yao Hsun (Champion of the 2017 Mondial du Pain)
	Chen Hsing Wei (Champion of the 2016 Tours Chocolate Master Competition)
	Chien Ssu Yun (Champion of the 2023 UIBC International Competition for Young Bakers)
03/13(Fri.) 10:30 - 13:00	

Sugar Pulling Techniques Masterclass Executive Sous Chef Junichi Goto	Junichi Goto (Executive Sous Chef, Grand Hyatt Tokyo)
03/13(Fri.) 13:30 - 15:30	
Taiwan Is The New Panettone Queen of The World	Chen Shih-Chieh (Giovanna) (Head Coach of Taiwan Team) Esther I. Lai (Lai) (Team Captain) Tsai Yueh-Chun (Chun) (Team Member) Yang Shi-Chun (Pike) (Team Member)
03/13(Fri.) 16:00 - 17:30	
Taiwan' s Journey at the Coupe du Monde de la Boulangerie 2026	Chang Shi Bin (Taiwan Team - Viennoiserie Candidate) Peng Xin Rou (Taiwan Team - Artistic Piece Candidate)
03/14(Sat.) 10:30 - 12:30	
International Workshop by Master Bakers Wu Pao Chun & Wang Peng Chieh	Wu Pao Chun (UIBC World Baker of the Year 2016) Wang Peng Chieh (Champion of the 2018 Les Masters de la Boulangerie)



4. Baking without Borders

"Baking Without Borders" embodies the spirit of friendship and strong collaboration among international baking associations. At TIBS 2026, we proudly present a dedicated Baking Without Borders area, featuring specialty pastries from eight countries and regions of IFCBCA (International Federation of Chinese Bakery & Confectionery

Associations). This special showcase also highlights 11 world-leading bakery exhibitions, esteemed partners of TIBS, fostering global connections within the baking industry.

Exhibition	Country
IFBCA	Taiwan, Philippines, Vietnam, Myanmar, Singapore, Sabah, Malaysia, China, Hong Kong
Exhibition Partners of TIBS	Member states of IFBCA, Japan, Korea, USA, Germany, Italy, France



5. Taipei International Baked Souvenir Awards 2026

The Taipei International Baked Souvenir Awards focus on filled pastries that best represent the spirit and flavors of Taiwan.

Bakery brands from across Taiwan are invited to participate in the competition. Following professional judging, the competition selects the most distinctive Taiwanese baked souvenirs.

During the four-day exhibition, eight award-winning bakeries will set up booths on site, allowing visitors to taste all winning products in one place— without the need to travel across Taiwan.

Winners & Exhibiting Brands

Gold Award: HOGAN BAKERY - Yuzu Dacquoise

Silver Award: CHANCHAUKU MOO PARADISE RANCH - Murcott Orange & Golden

Hazelnut Chocolate Sandwich Cookies

Bronze Award: NAN FANG CHAMPION - Breeze from the South Premium Mullet Roe Collection

Merit Award: SMAK - French Pineapple Cake

Merit Award: CP CHEESE FACTORY - Sakura Shrimp & Smoked Cheese Sandwich Biscuits

Merit Award: SAINT PAUL - Dragon Fruit Chimney Cake Roll

Merit Award: SUNMERRY - Taiwan Four Seasons Tea & Pineapple Nougat

Merit Award: VIGOR KOBO - Cranberry & Pineapple S'more



6. Featured Bakery Plaza Event Series

- **Baking Salon–Bakery Talk & Showcase:**

Featuring keynote speakers for up-close interactions, our 15 dynamic sessions over four days successfully captivated a crowd of nearly 1,000 attendees who paused to listen and engage.

- **Top Bakes Avenue:**

Top Bakes Avenue features a curated selection of popular bakeries from across Taiwan, providing clear and accurate contact information to support corporate bulk purchasing and business collaboration.

From brand selection to direct discussions, everything is handled in one place,

helping streamline procurement processes and making corporate gifting and business partnerships more efficient.



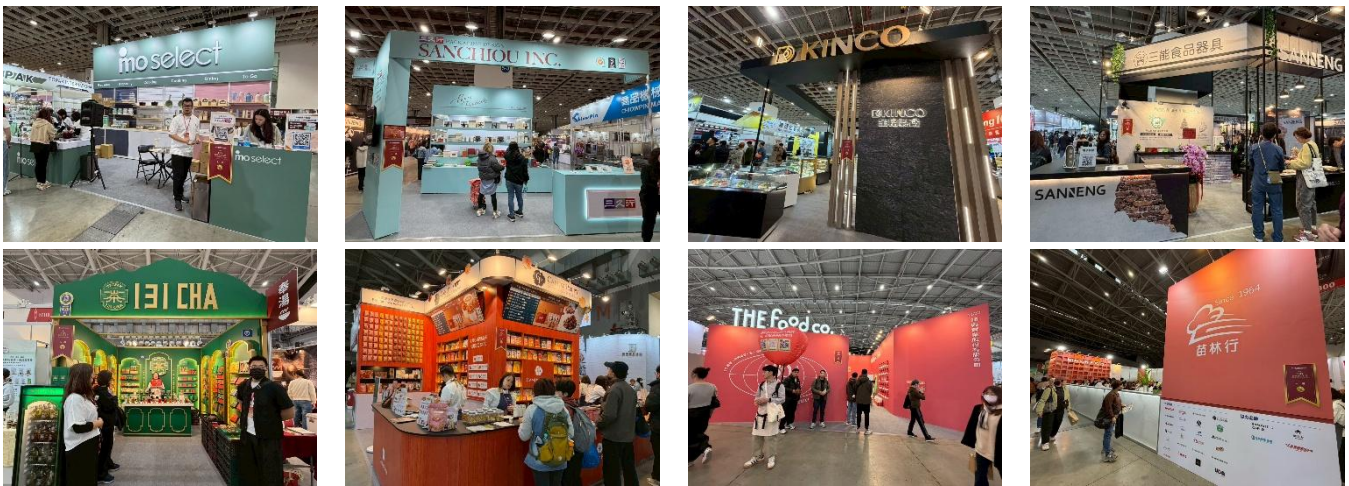
7. Baking Community Partners

TIBS invited baking enthusiasts across Taiwan to participate, with around 20 baking-themed Facebook and Instagram community moderators promoting the exhibition through social media posts.



8. 2026 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.



9. Free Entry for Bakery License Holders

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



10. Bakery Show Gala

On the night of the first day at the Denwell 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, with online channels alone accumulating over 9.5 million impressions and significantly reaching potential target audiences.



- Media exposure totaled nearly 100 features across television and online platforms, including coverage by major TV channels such as USTV, TVBS, and TTV.



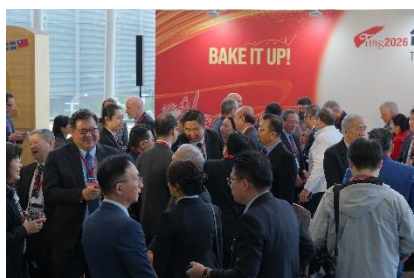


2. Public Relations Activities Effectiveness

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



- At the opening ceremony we welcomed Taipei City Deputy Mayor Lee Tai-Hsin, International Federation of Chinese Bakery & Confectionery Association President Zhen Shan-Guo, Filipino-Chinese Bakery Association President Zhen Hung-Kuo, iba Director Florian Gmeinwieser , as well as representatives from embassies, consulates, and associations. The ceremony also featured the launch rally of the 2026 UIBC International Competition For Young Bakers, with teams and judges from 6 cities around the world making a grand entrance to boost morale ahead of the competition.



3. Official Website Traffic

The official website received over 640,000 page views from February 12 to March 15, 2026.

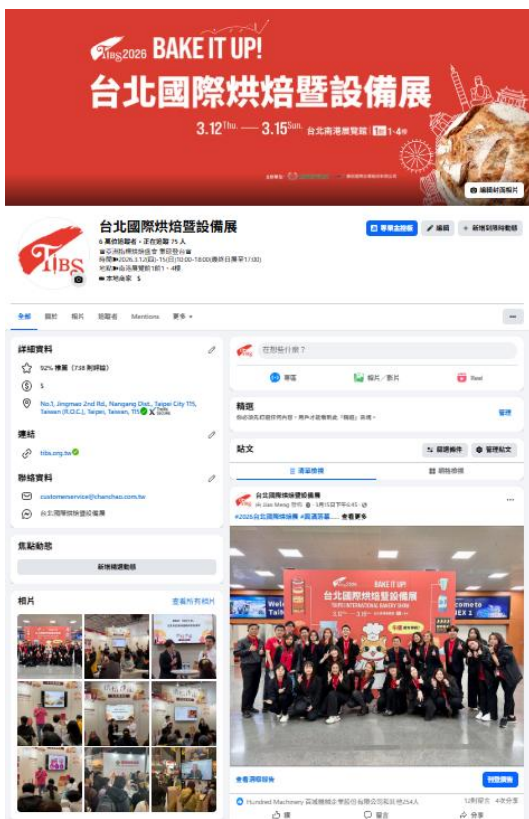
4. Facebook Page Traffic

- From February 12 to March 15, 2026, the official Facebook page accumulated a total of 5.761 million views.
- Facebook page followers: 60,000 (an increase of nearly 2,000+ followers during the

promotional period).

5. Instagram Page Traffic

- The official Instagram account of the exhibition was launched on January 29, 2026. As of March 15, it had accumulated 432,000 views, reached 196,000 users, and gained a total of 669 followers.



V. SHOW GALLERY

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