

150,000+m<sup>2</sup>  
Exhibition Space

200,000+  
Trade Visitors



Concurrent



# THE 27<sup>TH</sup> CHINA BAKERY EXHIBITION

2024第二十七届中国烘焙展览会



GUANGZHOU · CHINA IMPORT AND EXPORT FAIR COMPLEX

..... → 2024.5.10-12 (AREA A+D) ← .....

+86-10-6580 1456

[www.baking-cn.com](http://www.baking-cn.com)

Organisers:

All-China Bakery Association

Guangzhou Sinobake International Exhibition Co., Ltd.



Follow us!





Exhibition Space

150,000+m<sup>2</sup>



Trade Visitors

200,000



Exhibitors

1,500+



Forums & Supporting Events

10+



2023第二十六届中国烘焙展览会  
THE 26th CHINA BAKERY EXHIBITION

吉猫  
GIA CAT  
欢庆吉猫集团二十周年

吉猫  
GIA CAT  
欢庆吉猫集团二十周年

吉猫  
GIA CAT

2023.5.11-5.13  
广州·广交会展馆D区  
21A26

## "Bakery +" - Breaking the Circle of Development Makes a Big Difference

China Bakery Exhibition (CBE) is an international bakery industry exhibition jointly organized by All-China Bakery Association (A.C.B.A.) and Guangzhou Sinobake International Exhibition Co., Ltd., which is the pioneer of professional exhibition in China's bakery industry. 2021, after reaching a strategic cooperation with Informa Group, relying on the resources of more than 20 years of plowing into the bakery industry by China Bakery Exhibition, it integrates the advantageous market resources of catering and food resources, through the offline exhibition, large summit and forum, roadshow activities and online cloud exhibition and e-commerce programs, the exhibition will create a "Bakery+" ecosystem, helping the global bakery industry to break down barriers and accelerate vertical digging and horizontal cross-border.

The 27<sup>th</sup> Bakery China 2024 will be held on May 10-12, 2024 at the Canton Fair Complex (Area D+A), Guangzhou, China. The new edition will be expanded to **150,000m<sup>2</sup>**, and will be held in conjunction with HOTELEX, FHC and Gife. This collaboration will ensure a vibrant and effective food & beverage market for exhibitors and buyers alike.

### *Innovative linkage of the five exhibitions to build a new food and beverage ecosystem.*



THE 27<sup>TH</sup> CHINA BAKERY EXHIBITION



HOTELEX  
Guangzhou 2024



FHC  
SOUTH CHINA IMPORTED  
FOOD EXHIBITION  
Guangzhou 2024



EXPO FRANCHISE  
GUANGZHOU 2024

# Deepening the bakery industry, while developing the food and beverage industry.

## Exhibit Profile



Baking Ingredients



Mooncake & Fillings



Food Processing & Packaging



Baking Equipments



Coffee & Tea



Home baking



Frozen dough



Leisure Food

## Selected Leading Brand



\*展商排序不分先后

## Exhibitors Feedback



This year, we deeply feel that the bakery industry is recovering rapidly, and we also appreciate the emergence of new trends and new movements in the industry! CBE has laid a brand new foundation for the future development of bakery industry.



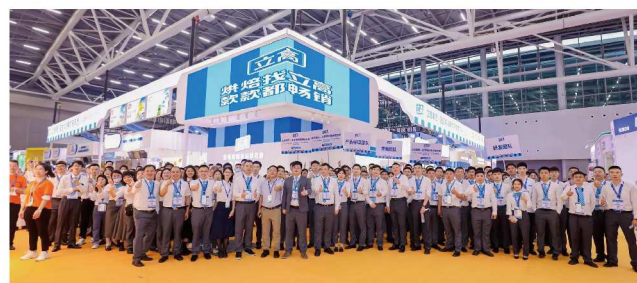
With a steady stream of visitors coming to Mengniu's booth, we can see the determination and strength of the All-China Bakery Association (A.C.B.A.) in promoting the high-quality development of the bakery industry and we can feel that the bakery industry has a strong momentum of recovery.



This is not the first time for us to participate in CBE, but the huge and diversified flow of visitors this time is far beyond our imagination. We believed that there's still huge room for the bakery market to increase in size, and the industry will develop in the direction of health and nutrition in the future. Improving product power and strengthening marketing power will be the inevitable direction for industrial chain enterprises to move forward.

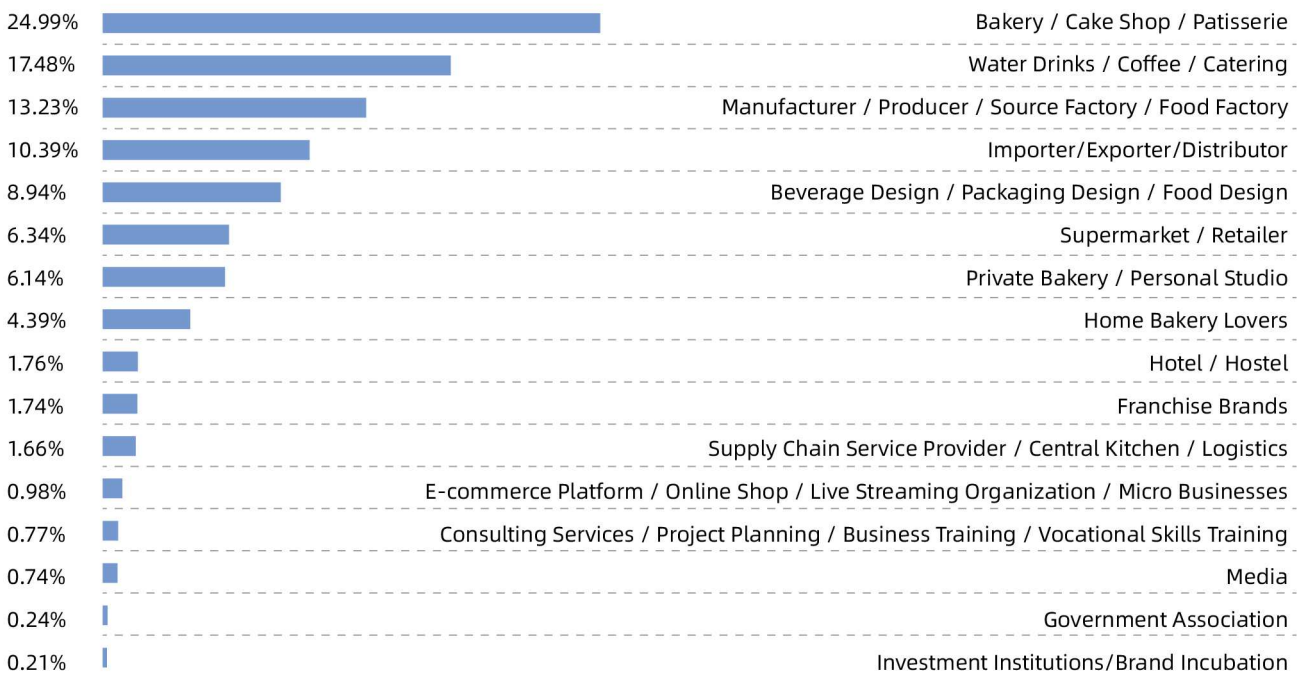


This year's CBE show was a show that exceeded expectations, with industry demand exploding at the show, and the potential of the bakery track was visualized. With the arrival of the era of consumption upgrading, bakery food is bound to become an important member of the main meal time, and I believe that under the collective promotion of all bakery colleagues, there will be more new changes and new breakthroughs in the bakery industry.

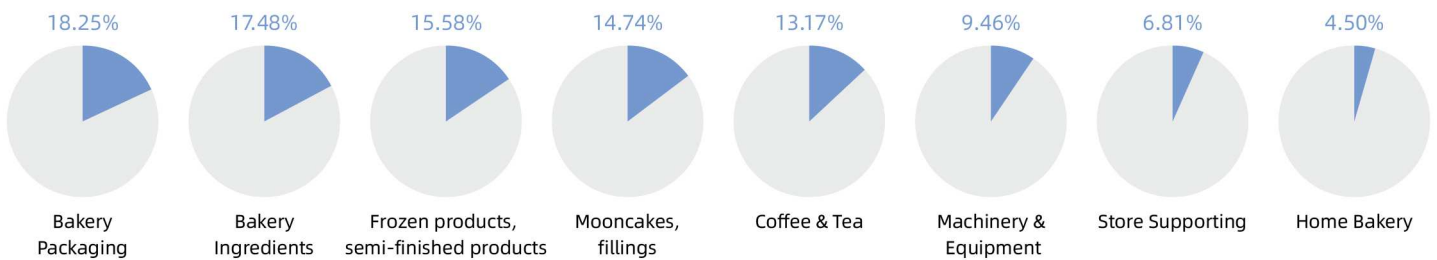


# Buyers Profile

CBE 2023 attracts a large number of **professional visitors** from bakery and catering terminals and raw material supply chain channels to visit and purchase.



# Visitors' Product Interests



# Vibrant Greater Bay Area, Vibrant Food and Beverage Industry

Based on South China market, plough into Guangdong, Hong Kong and Macao Greater Bay Area, radiating to Southeast Asia.





**A variety of concurrent activities, higher value-added**



## Upcoming Concurrent Events

### Industry Summits and Forums - Driving the Industry towards a High Quality Future

- ★ 2024 "Futurism-More Than Baking" China Bakery Industry Development Summit
- ★ 2024 Annual Meeting of the Famous Chef Professional Committee of Guangdong Province Food Culture Research Association and Food Star Chef Development Forum



### "Bakery + Ecosystem - Helping to Expand Incremental Market Space

- ★ 2024 China Coffee Roasting Championship -Guangzhou Division
- ★ The 12<sup>th</sup> Shanghai Fashion Drinks Competition -Guangzhou Division
- ★ 2024 Food Star Chef Series Competition



### Theme Exhibition Area - Selection of Global Quality Bakery Products

- ★ 2024 Guangzhou Coffee Baking Food Culture Festival
- ★ "BUCANGSI" Bakery Hosts Shared Space
- ★ FOOD PLUS Matching Meeting
- ★ U.S.A Natural Ingredients Showcase
- ★ NAMCHOW Cup · Chinese Pastry International Championship All-Star show



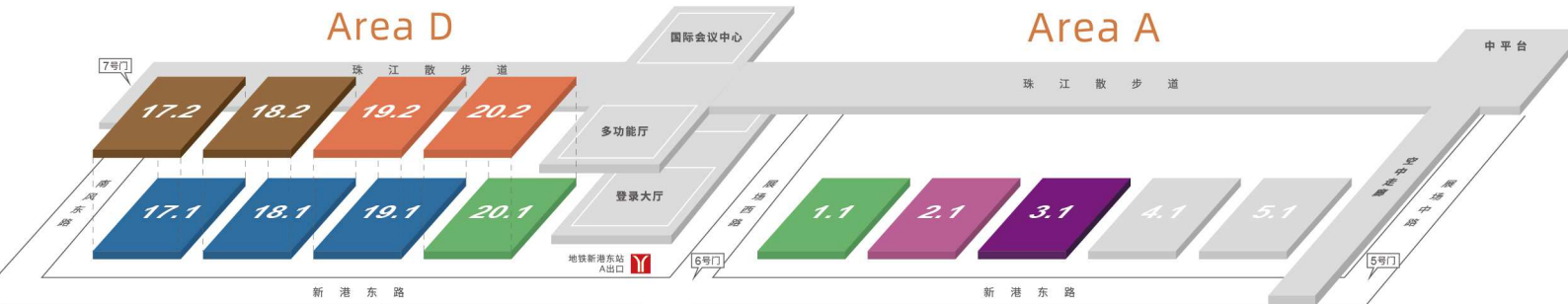
# Hall Plan



## THE 27<sup>TH</sup> CHINA BAKERY EXHIBITION

2024.5.10-12 Guangzhou, China

GUANGZHOU · CHINA IMPORT AND EXPORT FAIR COMPLEX (Area D+A)



### 1<sup>st</sup> Floor @Area D

Baking Equipments  
(17.1, 18.1, 19.1)

Bakery / Coffee & Tea (20.1)

### 2<sup>nd</sup> Floor @Area D

Mooncake & Fillings / Packaging  
(17.2, 18.2)

Baking Ingredients / Packaging  
(19.2, 20.2)

### 1<sup>st</sup> Floor @Area A

Bakery / Coffee & Tea (1.1)

Foods & Raw Materials (2.1)

International Franchise (3.1)

Concument: (1.1-3.1)

2024HOTELEX Guangzhou International Hotel Supplies and Catering Industry Exposition

2024FHC South China Imported Food Show | 2024 Guangzhou International Chain Franchise Exhibition

## Stand price

### Shell Stand

Includes walls, carpet, lighting & fascia with company name.

\$200 / m<sup>2</sup>

### Raw Space

For large booth design & build by exhibitors. (Min. 27m<sup>2</sup>)

\$180 / m<sup>2</sup>

## Contact us

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Organizer



**sinobake**  
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