2024 FOOD PLUS Guangzhou International Baking + Food & Beverage Industry Joint Exhibition and the 27th China Bakery Exhibition

POST-EXHIBITION REPORT

CHINA · GUANGZHOU >>>>>>

Hosts

01 EXHIBITION OVERVIEW

2024 ACHIEVEMENTS: NINE NEW HIGHS IN UPGRADING QUALITY AND EFFECTIVENESS

In May of this year, the 27th China Bakery Exhibition successfully enhanced the exhibition experience by expanding its scale, improving its quality and deepening exhibitor and visitor services. This comprehensive upgrade created a grand event for the baking + food & beverage industry, integrating "exhibition + market + show + competition + conference + tasting".

As a platform for industry companies to launch new products, prepare for the Mid-Autumn Festival peak season and explore cross-industry integration, the three-day exhibition saw a high influx of visitors, enthusiastic business negotiations and achieved expected levels of popularity, interaction and transaction volume.



Multiple Exhibitions in Synergy, Gathering Industry's Superior Resources

In 2024, the China Bakery Exhibition is set to embrace the trend of industry upgrades, aligning with the current zeitgeist. As a professional exhibition platform for the industry, the 27th China Bakery Exhibition, co-hosted by the All-China Bakery Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., will synergize with the **HOTELEX Guangzhou International Hospitality Equipment & Foodservice Expo, FHC South China Global Food Trade Show (Guangzhou) and Guangzhou International Franchise Exhibition to form the innovative 2024 FOOD PLUS Guangzhou International Baking + Food & Beverage Industry Joint Exhibition.**

FOOD PLUS

THE 27TH CHINA BAKING EXHIBITION

as a pioneer of professional exhibitions in China's baking industry, building on over 20 years of industry experience, is committed to creating a "Baking+" ecosystem. It provides one-stop integrated baking service solutions, helping the global baking industry break barriers and accelerate both vertical in-depth development and horizontal cross-industry integration.

HOTELEX GUANGZHOU INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

has been deeply involved in the hotel and catering industry chain for over 30 years and has become a leader among similar exhibitions worldwide. As a benchmark brand exhibition with over 800,000 buyer resources, it has attracted more than 3,000 exhibitors and over 200,000 visitors in the past seven years. Connecting the Guangdong-Hong Kong-Macao Greater Bay Area, it is set to lead the upgrade of high-end catering services in South China.

FHC SOUTH CHINA GLOBAL FOOD TRADE SHOW (GUANGZHOU)

as one of the FOOD & HOSPITALITY series exhibitions, leverages the rich industry resources, global business network and professional operational experience accumulated over 26 years by the FHC Shanghai Global Food Trade Show. It introduces a one-stop procurement and information integration platform to the Guangzhou food and catering market.

THE GIFE GUANGZHOU INTERNATIONAL FRANCHISE EXHIBITION

has been deeply engaged in the South China market for six years. With extensive exhibition experience and strong database support, it will gather over 500 chain brands from across the country, integrating resources from both upstream and downstream of the franchise industry. This helps facilitate efficient and precise matchmaking between brands and professional investors.

02 EXHIBITOR OVERVIEW 2·0·5

PREMIUM EXHIBITORS GATHER TO CO-CREATE A BAKING + FOOD & BEVERAGE EVENT

Exhibition Scale 展览规模	Exhibiting Brands 参展品牌	Exhibit Categories 参展品类
150,000+m²	1,662家	20+类

Exhibitor Satisfaction

FOOD PLUS 98% Exhibition Overall Satisfaction	FOOD PLUS 98% Exhibition Objective Achievement Rate	FOOD PLUS 97% Exhibition Service Satisfaction
FOOD PLUS 97% Product Display Effectiveness Satisfaction	FOOD PLUS 97% Brand Promotion Effectiveness Satisfaction	FOOD PLUS 98% Professional Visitor Satisfaction

Exhibitor Testimonials

The exhibition has deeply explored top industry resources and integrated innovative display formats. With high praise for its quality, as many as 85% of exhibitors intend to register for the 2025 FOOD PLUS Guangzhou International Baking + Food & Beverage Industry Joint Exhibition and the 28th China Bakery Exhibition!

南僑

This year's exhibition is not limited to Mid-Autumn Festival-related products but presents more trends in baking staple foods and snacks. There is more variety in raw material applications and continuous innovation in product appearance and fillings. Through face-to-face interactions, we were able to showcase our company's strengths and expand market channels. For us, the China Bakery Exhibition is not only a stage to display the latest products but also an important platform to understand market needs, innovate products and enhance competitiveness.

益海嘉里

This year's China Bakery Exhibition has set new records in both scale and the number of exhibitors, showcasing the strong recovery momentum of the baking industry. We are very grateful to the All-China Bakery Association for providing such a platform that allows peers in the baking industry to display innovative products and technologies. It not only helps us better understand market trends and consumer needs but also promotes industry exchanges. We hope the China Bakery Exhibition will continue to grow and promote the prosperity of the industry.

KINGDOM 金城制冷

The overall market currently holds a wait-and-see attitude, but there is a positive and optimistic trend in the baking industry. At this exhibition, we noticed that with the increasing consumer pursuit of health, it is both a challenge and an opportunity for equipment companies like ours. For example, using animal cream presents challenges in terms of moisture retention, temperature and balance, thus higher requirements for refrigeration equipment. We need to continuously optimize our equipment according to the upgrades in our clients' raw materials. The exhibition provides us with an opportunity to deeply understand market trends and communicate with customers, which is crucial for our development.

SCOUTER

After experiencing the impact of the pandemic, the 2024 China Bakery Exhibition is filled with anticipation and hope for all of us exhibitors. We deeply felt the meticulous planning and warm reception of the organizers, experiencing a family-like atmosphere. This care not only enhanced the exhibition experience but also instilled confidence in our future participation. Through this exhibition, our company will move forward more steadily and confidently on its development path.

立高

At this year's China Bakery Exhibition, I deeply felt the industry's vigorous development: bustling crowds, professional expertise and strong confidence! It attracted not only many peers in baking but also numerous baking enthusiasts. Participants exhibited exquisite craftsmanship, constantly innovating and improving product quality. Even in an economic downturn, the entire baking industry remains full of confidence. We firmly believe that people's desire for a better life has never changed, and tomorrow will definitely be better.

椰彩

This exhibition allowed us to deeply feel the enthusiasm of the people of Guangzhou and attracted many professional visitors from both domestic and international markets. This gave us a better understanding of consumer taste preferences in the Pearl River Delta region and nationwide, providing valuable data support for our future product development. Through the exhibition, we had in-depth contact with consumers from different regions and backgrounds, enabling us to better meet the needs of different consumer groups and strengthen market interaction and dialogue.

Certain Exhibitors

南僑 · 益海嘉里 · KINGDOM 金城制冷 · SCOUTER · 中粮 COFCO · 立高 · 美煌 · 奥塞多 · 立澳 · 奥昆 · OKOON · EUPRO · 黄天鹅 · 味滋美 · 贾氏 · 一好一利沙龙 · 莲香楼 · 吉猫 CAT · 陈枝记 · 华美月饼 · 海胜企业 · 陆基 · CARPIGIANI · 椰彩

*The exhibitors are listed in no particular order, and additional exhibitors are not listed.

Main Exhibit Categories

This year's exhibit categories have reached new heights! Covering more tracks in the large food and large catering fields, the exhibit categories encompass the entire industry chain of baking, catering and coffee & tea. It brings new products, new technologies, new processes and new ideas to the audience, standing on a global perspective and looking forward to the annual development trend of the baking industry.

Baking Raw Materials 26.2%	Mooncakes and Fillings 14.5%	Baking Packaging and Materials 9.6%	Baking Machinery and Equipment 14.3%	Pre-made Baking 6.2%
Snack Foods 4.3%	Home Baking 2.7%	Coffee & Tea 11.3%	Food Ingredients for the Foodservice Supply Chain 4.1%	Baking and Foodservice Franchise Chain 6.8%

03 VISITOR OVERVIEW

CROSS-INDUSTRY INTEGRATION AND MULTICHANNEL ACCELERATION OF TRANSFORMATION AND UPGRADING

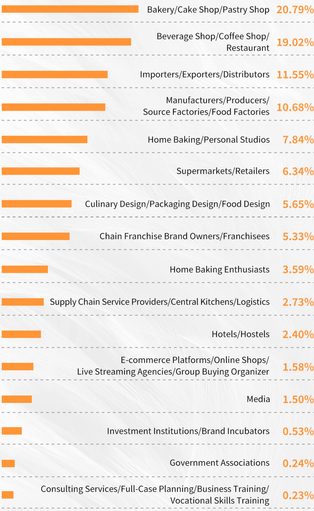
Thanks to the leapfrog innovation of the industry joint exhibition, the 2024 FOOD PLUS Guangzhou joint Exhibition saw a significant influx of professional visitors from the national and global baking food, coffee & tea, catering and retail industries over three days. The boundaries of the large baking industry have further expanded. This exhibition has become an important platform for observing the expansion of China's baking + food and beverage industry channels, policy directions, industrial changes, technological trends, as well as for enterprises seeking their "second growth curve."

149471位
VISITORS

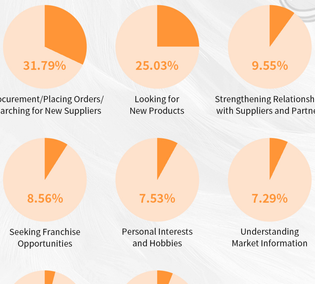
118个
COUNTRIES AND REGIONS

Visitor Industry Distribution

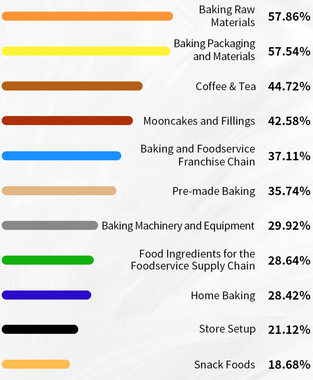
Under the core background of the "Baking+" ecosystem, the diversity of audience attributes at this exhibition has further enhanced. Over 90% of professional visitors attended for procurement, with a nearly equal proportion from the baking and catering industries. Additionally, the proportion of visitors from diverse channels such as chain franchises and supermarkets has significantly increased compared to last year.



Main Purpose of Visitors



Exhibits of Interest to Visitors



Visitors Regional Distribution

Domestic visitors primarily came from South China, East China and Central China. Moreover, there was a substantial increase in the number of visitors from Hong Kong, Macao and Taiwan regions of China and overseas. Visitors from Hong Kong, Macao and Taiwan regions of China increased by 79.87%, while overseas visitors, mainly from Southeast Asian countries, increased by 176.64% compared to last year, highlighting the regional advantages of the Guangdong-Hong Kong-Macao Greater Bay Area.



The top ten provinces by domestic visitor statistics are:

Guangdong、Guangxi、Beijing、Hunan、Shanghai
Fujian、Zhejiang、Henan、Shandong、Jiangxi

The top ten cities by domestic visitor statistics are:

Guangzhou、Foshan、Dongguan、Shenzhen、Zhongshan
Jiangmen、Huizhou、Zhuhai、Zhaoqing、Zhanjiang

04 CONCURRENT EVENTS

Opening Ceremony of the 2024 Guangzhou International Baking + Food & Beverage Industry Joint Exhibition and the 27th China Bakery Exhibition

At 9:30 AM on May 10, the opening ceremony of the 2024 Guangzhou International Baking + Food & Beverage Industry Joint Exhibition and the 27th China Bakery Exhibition officially commenced! Government agencies from home and abroad, consulates general in Guangzhou, industry associations, international trade organizations and professional media gathered together to inaugurate this grand event in the baking + food & beverage industry.

Speakers at the Opening Ceremony of This Exhibition:



President of the All-China Bakery Association and Chairman of Beijing Weiduomei Food Co., Ltd.
Li Huang



Minister of the Social Services Department, All-China Federation of Industry and Commerce
Jianhui Wu



Vice President of the China General Chamber of Commerce
Lijun Zhang



9th President of the International Federation of Chinese Bakery & Confectionery Association
Mrs. Thin Thin Kyaw



Agricultural Attaché, Agricultural Trade Office, U.S. Consulate General Guangzhou
JonAnn Flemings



Executive Vice President of Business Development, Informa Markets
Michael Duck







Hosts:
All-China Bakery Association
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Organizer:
Guangzhou Sinobake International Exhibition Co., Ltd.

Forums and Conferences Boosting High-Quality Industry Development



2024 All-China Bakery Association Presidents Conference



The 6th Regular Meeting of the Third Council of the All-China Bakery Association and Expanded Party Branch Meeting



The 1% Anti-Food-Waste Initiative in China Bakery Industry



The Richemont Club (China) Inauguration Ceremony

“Chinese Pastry Revival × Zhujiang Food” Chinese Pastry Revival Action Forum and New Product Launch

The Chinese pastry industry is one of the best carriers for inheriting Chinese traditional culture and promoting the innovative spirit of the Chinese nation. Consumers are eager to see Chinese pastries embark on a new journey of transformation and innovation. For baking enterprises that pursue in-depth development and hope to explore the intersection of traditional characteristics and modern consumer demands, leveraging the brand assets of time-honored brands to create a new era of brand prominence is an effective way to accelerate market expansion.

Since launching the "Chinese Pastry Revival" project in 2016, the All-China Bakery Association has promoted national revival and cultural confidence through various means, such as exploring Chinese pastries, establishing the Tianyuan Dim Sum Shop, and hosting the Namchow Cup Chinese Pastry International Championship to cultivate talent. During this exhibition, the "Chinese Pastry Revival x Zhujiang Food" Chinese Pastry Renewal Action Forum and New Product Launch will be held concurrently. The forum will empower time-honored brand enterprises from multiple dimensions, including market data analysis, brand building, space design and marketing promotion, providing substantial strategic guidance and opening new ideas for future brand upgrades.






Hosts:
All-China Bakery Association
Guangzhou Zhujiang Lianrong Foodstuff Co.,Ltd.
Met Design Co.

Organizer:
Guangzhou Sinobake International Exhibition Co., Ltd.

New Media Innovative Marketing and Wise Investment Decision-Making Seminar

On May 10, the New Media Innovative Marketing and Wise Investment Decision-Making Seminar was successfully held in the forum area of Guangzhou · Canton Fair Complex Area A. The Guangzhou International Franchise Exhibition built a communication platform for the chain + food and beverage industry on-site, inviting four industry elites who have made significant achievements in different fields to discuss with investors the risks and opportunities that might be encountered in the new media era.







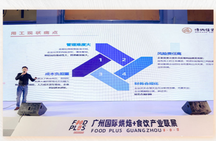
Host:
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Organizer:
Guangzhou Sinobake International Exhibition Co., Ltd.

Smart Digital Empowerment: Advancing to a New Food World Forum

On the afternoon of May 10, the Guangzhou International Franchise Exhibition, in collaboration with the Famous Chef Committee of Guangdong Province Food Culture Research Association, held the "Smart Digital Empowerment: Advancing to a New Food World" sharing session. This session brought together six senior experts from the catering industry, including those from the catering supply chain, chain brands and digital transformation experts, to analyze the current state of the catering industry, identify user pain points, and provide digital transformation solutions for catering brands and investors.



Hosts:
Famous Chef Committee of Guangdong Province Food Culture Research Association
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Organizer:
Guangzhou Sinobake International Exhibition Co., Ltd.

2024 Third China Beverage Innovation Conference

On May 11, the "2024 Third China Beverage Innovation Conference," co-organized by the 2024 FOOD PLUS Guangzhou Joint Exhibition and the new media "Catering World" and co-sponsored by "Beverage News", was grandly opened at the Guangzhou · Canton Fair Complex. The conference invited nearly 20 renowned brand founders/managers as prominent guests to jointly explore new directions for the beverage industry in 2024 under the theme of "Breaking through involution".






Co-hosts:
FOOD PLUS Guangzhou Joint Exhibition
canyinj.com
Drink Newspaper

New Food and Beverage Talents Sharing
Global Specialty Baking + Food and Beverage Resources

2024 Guangzhou Coffee and Baking Food Culture Festival

In 2024, the Guangzhou site will introduce quality brands in the baking and dessert sector, such as bakery chains, independent bakeries, and private baking studios, on top of the existing coffee and trendy drink shops. Together with premium coffee brands like Guanshu Coffee, Goriz Coffee and Black Tractor, it will create the largest C-end coffee, tea, and bakery food market scene in the country. Over 50 influencers with millions of followers in the coffee, tea and bakery food community will be invited to check in on-site, creating a "festival" for coffee & tea and bakery food in South China!








Host: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Co-host: All-China Bakery Association

Organizer: Guangzhou Sinobake International Exhibition Co., Ltd.

BUCANGSI × JUNLEBAO Baking Manager Shared Space: Season One

In the diverse baking industry, baking manager's stores are shining stars, rapidly capturing market high ground and consumer minds. Co-hosted by the All-China Bakery Association and BUCANGSI, with title sponsorship by JUNLEBAO Dairy, the BUCANGSI × JUNLEBAO Baking Manager Shared Space: Season One brings together many baking masters and creative talents. Representing bakeries from PERMA, TIFFCAFE and ZHENGZAI Scone & Coffee Scone Shop, they focus on their stories and original intentions, sharing the endless possibilities of " baking manager's stores ".








Hosts: All-China Bakery Association、BUCANGSI

Organizer: Guangzhou Sinobake International Exhibition Co., Ltd.

Title Sponsor: Junlebao Dairy Co., Ltd.

Platinum Sponsors:
Shanghai Jincheng Refrigeration Equipment Co., Ltd.
Guangdong Westa Electrical Appliances & Technology Co., Ltd.

Gold Sponsors:
Foshan Hengfa Baking Equipment Co., Ltd
Shanghai Gigabyte Coffee Co., Ltd

Garfield Family IP Baking Theme Zone

Innovation and development of product IP in the baking industry require enhancing product manager awareness and thinking, sharing product manager concepts. The Garfield Family IP has a broad fan base worldwide, with its adorable appearance and distinctive characters captivating audiences of all ages. In collaboration with Tianjin Kaibote Paper Plastic Products Co., Ltd., the All-China Bakery Association and several excellent companies, jointly promote the widespread application of Garfield Family IP in the baking industry. The Garfield Family IP Baking Theme Zone attracts countless trend enthusiasts, gaining numerous fans.









Hosts:
All-China Bakery Association
Tianjin Kaibote Paper Plastic Products Co., Ltd

Organizer:
Guangzhou Sinobake International Exhibition Co., Ltd.

2024 Natural Food Fair

As a comprehensive, large-scale international professional exhibition, the China Bakery Exhibition collaborates once again with the Agricultural Trade Office of the U.S. Consulate General in Guangzhou and several American agricultural product associations to create the "Natural Food Fair". This event, presented in a group exhibition and star chef showcase format, aims to introduce high-quality American baking ingredients and advanced technologies. By demonstrating exquisite and delicious product application solutions using premium ingredients, it seeks to promote the exchange and integration of the Chinese and American baking markets.









Hosts:
All-China Bakery Association
Agricultural Trade Office of the U.S. Consulate General in Guangzhou

2024 27th China Bakery Exhibition Annual New Product Launch and Most Popular New Product Award

New products, technologies, and ideas are the core driving forces for the development of the baking industry and the leading market trends, always the focus of the industry supply chain and the most important content presented at the exhibition. After strict evaluation by the organizing committee, the 2024 China Bakery Exhibition Annual Most Popular New Product Award ceremony will honor 152 products from 103 companies with the title of "2024 27th China Bakery Exhibition Annual Most Popular New Product Award".





Peak Events
"Baking+" Ecosystem
Expanding Incremental Market Space

2024 World Coffee Roasting Championship China Regional Selection - Guangzhou Division









Host: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
Co-host: All-China Bakery Association

2024 World Coffee Roasting Team Championship - Guangzhou Division






Hosts:
All-China Bakery Association
Shanghai Yeoman Coffee Co., Ltd.
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Supporting Organizations:
China Coffee League
Gongfu Coffee (Yunnan) Co., Ltd.

2024 CHA National Culinary Championship-Wens Cup "Ten Thousand Chefs, Ten Thousand Dishes Celebrating the Anniversary" Cooking Skills Competition







Guidance Units:
China Hospitality Association
Guangdong Province Food Culture Research Association

Hosts:
All-China Bakery Association
Famous Chef Committee of China Hospitality Association
Famous Chef Committee of Guangdong Province Food Culture Research Association

Co-organizers:
Famous Chef Committee of China Hospitality Association
Guangning County Human Resources and Social Security Bureau
Beihu District Commerce Bureau
Chenzhou City, Hunan Province Nanshan Township Government, Sanshui District
Wens Foodstuff Group Co., Ltd.
Unilever Food Solutions

Organizers:
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
Guangzhou Sinobake International Exhibition Co., Ltd.

Supporting Organizations:
Guangdong Province Guangdong Salt Group Co., Ltd.
Guangdong Wenshi Shangchu Food Co., Ltd.

05 SUPPORTING ORGANIZATIONS

The current exhibition has received active support from dozens of organizations, including consulates from various countries in Guangzhou, domestic and international industry associations, trade institutions and industry media. Notable supporters include the All-China Federation of Industry and Commerce, the Agricultural Trade Office of the U.S. Consulate General in Guangzhou and the International Federation of Chinese Bakery & Confectionery Association. Their contributions have significantly supported the successful hosting of FOOD PLUS Guangzhou Joint Exhibition and the 27th China Bakery Exhibition.

全国工商联	中国商业联合会	中国饭店协会 名厨专业委员会
斯里兰卡驻广州 总领事馆	美国驻广州总领事 馆农业贸易处	国际华联烘焙总会
菲华面包糕饼同业公会 FILIPINO-CHINESE BAKERY ASSOCIATION, INC.	越南糕饼公会	臺北市糕餅商業同業公會
香港烘焙專業協會有限公司 HONG KONG BAKERY & CONFECTIONERY	香港食品機械有限公司 HONG KONG FOOD MACHINERY CO LTD.	馬來西亞沙巴州烘焙同業公會 SABAH CONFECTIONERY & BAKERY ASSOCIATION
新加坡面包西果商公会 SINAAPORE BAKERY & CONFECTIONERY TRADE ASSOCIATION	印尼糕餅公會 PT.JESINDO PATISSERIE	中泰澱粉有限公司 SINO-THAI STARCH CO.,LTD.
GOODWIND DEVELOPMENT CORPORATION	ASIA BAKERY & CONFECTIONERY PTE.ENT.	日本洋果子协会联合会 THE FEDERATION OF JAPAN CONFECTIONERY ASSOCIATIONS;
日本洋果子工业协同组合	SP BAKERY，SP FOODSTUFF CO., LTD	SP GEMS, SP GROUP OF COMPANY
浩瀚国际有限公司	广东省食文化研究会 名厨专业委员会	广东省连锁经营协会
历峰国际烘焙俱乐部	历峰国际烘焙 俱乐部（中国）	广州市食品安全协会
广州连锁经营协会	中国烹饪协会餐饮 服务专业委员会	深圳市烹饪协会
东莞市连锁餐饮发展促进会	英富曼会展集团	*The above are listed in no particular order, and a dditional entities are not listed.

Cooperating Media

*The above are listed in no particular order, and additional entities are not listed.

Media Channels & Promotion Platforms

Next Exhibition Preview

From December 12-14, 2024, the inaugural 2024 China Bakery Exhibition · Autumn Edition will open concurrently with the 2024 HOTELEX Shenzhen International Hospitality Equipment & Foodservice Expo at the Shenzhen World Exhibition & Convention Center. The event will focus on high-end baking themes such as pre-made baking, solar terms and seasonal customs, premium gift boxes, baked desserts, coffee & tea, etc., offering the industry a more specialized, high-quality and expansive business opportunity.



China First Innovative Boutique Baking Exhibition

Grand Event Linkage · Professional high-end

Hold Concurrently: Shenzhen International Hospitality Equipment & Foodservice Expo 2024

Pre-made Baking | Seasonal Baking | Baked Dessert | Coffee & Tea