

100,000+m²

Exhibition Scale

200,000+

Visitors



Hold Concurrently



THE 28TH CHINA BAKERY EXHIBITION

2025第二十八届中国烘焙展览会 🍞🥞🥖 ←.....

Guangzhou · Canton Fair Complex Area D

.....→ 2025.5.10-12 ←.....

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www.baking-cn.com/en



Scan the QR Code to Follow the Official WeChat Account

**The Future Holds
Even Greater
Possibilities**

- **Hosts:**
All-China Baking Association
Guangzhou Sinobake International Exhibition Co., Ltd.
- **Organizer:**
Guangzhou Sinobake International Exhibition Co., Ltd.



sinobake
A member of informa markets



Exhibition Scale

100,000+m²



Visitors

200,000位



Exhibitors

1,500家



Events

20+场



“Food Plus” · The Future Holds Even Greater Possibilities

The China Bakery Exhibition is the pioneer of the China bakery industry exhibition. After forming a strategic partnership with Informa Markets in 2021, **the exhibition has leveraged its nearly 30 years of deep industry resources to integrate the extensive food service and food market advantages.** Through offline exhibitions, large-scale summit forums, roadshows and online cloud exhibitions and e-commerce projects, it has expanded the “Food Plus” ecosystem, helping the global baking industry break down barriers and accelerate both vertical deepening and horizontal cross-sector collaboration.

The 28th China Bakery Exhibition, co-hosted by the All-China Bakery Association and Guangzhou Sinobake International Exhibition Co., Ltd., will be held grandly from **May 10 to 12, 2025, at Guangzhou-Canton Fair Complex Area D.** Once again, it will join forces with the 2025 Guangzhou International Hospitality Equipment & Foodservice Expo, the 2025 FHC South China Global Food Trade Show (Guangzhou) and the Guangzhou International Franchise Exhibition 2025. The grand year for baking, the future holds even greater possibilities! The China Bakery Exhibition is committed to providing a larger platform for information and trade exchange services for enterprises across the upstream and down stream industry chains of China's baking + food & beverage sectors.

Multiple Exhibitions Join Forces Again, Expanding the Baking + Food & Beverage Ecosystem



The 28th China Bakery
Exhibition 2025



2025 Guangzhou International
Hospitality Equipment &
Foodservice Expo



2025 FHC South China
Global Food Trade
Show (Guangzhou)



Guangzhou International
Franchise Exhibition 2025

2025 China Baking Industry's First Major Event

Exhibit Categories



Baking Raw Materials



Mooncakes and Fillings



Baking Packaging



Baking Machinery and Equipment



Coffee & Tea



Home Baking



Pre-made Baking



Snack Foods

Certain Exhibitors



*The exhibitors are listed in no particular order.

Exhibitor Testimonials



This year's exhibition showcased the growing trends of baked goods becoming more staple and snack-oriented. Through face-to-face communication and interaction, we demonstrated our company's strengths and advantages, broadening our market channels. The China Bakery Exhibition is not only a platform for displaying the latest products but also a crucial venue for understanding market demands and enhancing competitiveness.



At this exhibition, we observed that with the growing consumer focus on health, there is a need to continually optimize and upgrade our equipment based on customer demands. The event provided us with a crucial opportunity to gain insights into market trends and engage with clients, which is vital for our development.



This year's China Bakery Exhibition showcased a robust recovery trend in the baking industry. We are very grateful to the All-China Bakery Association for providing such a platform, which not only allowed us to better understand market trends and consumer demands but also facilitated communication between industry peers.

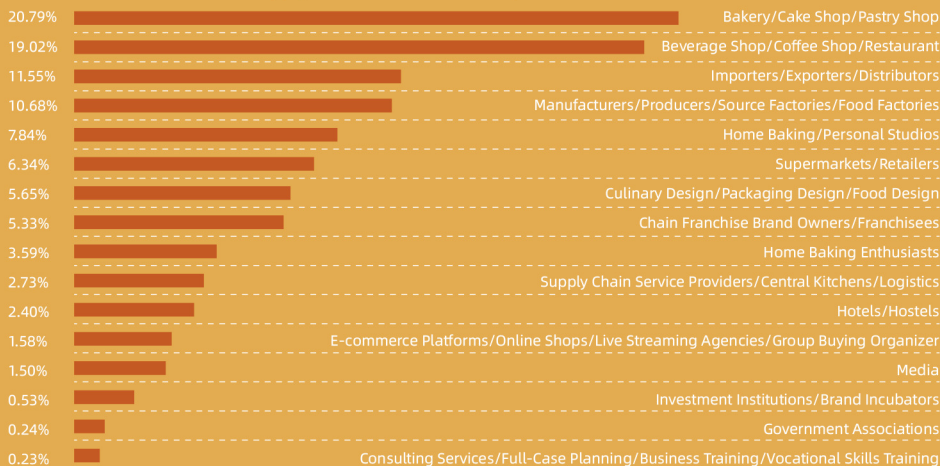


At this year's China Bakery Exhibition, I deeply felt the vibrant development of the industry: high attendance, professional expertise and strong confidence! Even in the face of economic downturns, the baking industry remains confident. We firmly believe that people's aspirations for a better life have never changed and that tomorrow will certainly be better.



The Industry Attribute Distribution of the Visitors

The 2024 exhibition attracts a large number of professional buyers from the baking and food service industry as well as the raw materials supply chain to visit and make purchases.



Exclusive Buyer List

Bakeries/Pastry Shops/Home Baking/Personal Studios

Meixin Cakes, Weiduomei, YUEBAKE, Maky, Da Master, Shuanghecheng, Ai Le Migo, Crown Bakery, ADDlove, Lao Dingfeng, Kalado, BLISS CAKE, Guanglong Egg Tart King, CDX Bakery, Only Grandpa, Likofu, Paris Angel, MJY, Shaber, Crown Mallao, BreadTalk, Chase Luck, Mi Lan, Lohas Bakery, CLcake, Beijing Daoxiangcun, Joy Men Bakery, Meazee, Lian Xiang Lou, Kiss Baby, Flower of Nation, Xinfushijia, Holiland, Enbake, Christine, CHEZ CHOUS, MIKURO, Luxihe Pastry, Dim Sum Bureau of MoMo, KenGee, You Baken, King Arch, Gartime, 85°C, Croissant, NGSi, 36CAKE, Leyuan Bakery, Huarong, Mazhilian, Madelli, Baixianglin, Huangshi, Fanji Bakery, Sanmai, Huamai Bakery, Da Shi Fu, Shilong Yizhongsu, Zhushusu.....

Baking Distributors / Importers/Exporters

Shenyang Jinliang, Hebei Runma, Hainan Shu Chengxin Da, Hunan Daye, Chengdu Kaith, Pengda Haibo, Fuzhou Baking Enjoyment, Guangzhou Lizhi, Guangdong Jiayi, Zhengzhou Baking Drink, Hangzhou Dechang, Chongqing Maple Leaf, Shaanxi Xinxinde, Fuzhou Tengfu, Harbin Xinkailai, Qinhuangdao Rongsheng, Wuxi Minlong, Shanghai Wenzai, Nanning Feiya, Beijing Dingdingli, Shanghai Jinzhong, Wenzhou Huji, Ningbo Longshuo, Hangzhou Nanhai, Hangzhou Word, Yunnan Liantai, Chengdu Xinmaixing, Chengdu Baking Dao, Shandong Ruiteng, Chifeng Tianhong, Inner Mongolia Guagua Jiao, Inner Mongolia Weihe Shengrong, Liaoning Guangshenghe, Nanchang Youyi, Yancheng Haihe, Jilin Meiyl, Hunan Houpu, Wuhan Yuni Welsheng, Zhengzhou Baking Easy, Tangshan Jinhongqiao, Guangxi Yuantai, Zhanjiang Gangcheng, Guangzhou Kaihang, Guangzhou Lewelfu, Dongguan Sanhe, Shenzhen Rongpinwei, Xiamen Maiwei, Xiamen Wuyang, Beijing Hongtao Gardening, Shanghai Longyao, Hefei Yipinxin, Hefei Hualong.....

Source Factories/Food Factories

Pinpan, Taoli, Dali, Mondelez, Want Want, Xuji, Orion, Zhizhi, Laiyifen, Glico, Olshi, Qinqin, Xiaowangzi, Silang, Songguwu, Zhenqiao, Qeewoo, Duoxian, Xinmai, Maibao, Huitouke, Yake, Youchen, Fuma, Mulanka, Sanhui, Master Kong.....

Cafes/ Tea Shops/ Tea Houses

CHAGEE, HEYTEA, NAIXUE, LELECHA, Modern China Tea Shop, Goodme, More Yogurt, CUO NEI VILLAGE, LINLEE, More Cheers, A little Tea, Chabaidao, SEVEN CENTS SWEET, Shu Yi Burns Xiancao, Guguicha, Auntea Jenny, LALA, MIXUE, CoCo, Starbucks, Seesaw, M stand, Luckin Coffee, Nowwa Coffee, Tims, LAVAZZ, COTTI COFFEE, UBC Coffee, Qiendo Coffee, Simple Cafe, Sculpting in Time, Kafelaku Coffee, MAXICHAPU.....

Hotels/B&Bs

Ritz Carlton Hotel, Mandarin Oriental Hotel, Park Hyatt Hotel, Grand Hyatt Hotel, Westin Hotel, Shangri La Hotel, Hilton Hotel, Marriott Hotel, Intercontinental Hotel, Four Seasons Hotel, Ramada Hotel, Hyatt Regency Hotel, Sheraton Hotel, Pullman Hotel, Shanghai Bund Peninsula Hotel, Shanghai West Suburb Holiday Hotel, Crowne Plaza Hotel, Shanghai Millennium Seagull Hotel, Wanyi Hotel, Home Inn, All Season Hotel, Seven Days Hotel, Shihe Hotel, Jinmao International Hotel, Huafu Holiday Hotel, Lavande Hotel, Country Garden Hotel.....

Restaurants - Chinese Traditional Restaurants/ Exotic Cuisine/ Hot Pot Restaurants/ Light Food Shops/ Snack Shops/ Fast Food Shops/ Barbecue Shops/ Private Kitchens

Haidilao, Xibei Youmian Village, Pizza Hut, KFC, McDonald's, Burger King, Domino's Pizza, Diandude, TaoTaoju, Chaotang, WANGSTEAK, Tsui Wah Restaurant, Guangzhou Restaurant, Tongqinglou, Green Tea Restaurant, Xinwang Restaurant, Grandma's Taste, Xuji Seafood, Hefu Lo mein, Caojiao Hot Pot, Dezhuang Hot Pot, Baheli Beef Hot Pot, Little Fat Sheep, Banu Maoou Hot Pot, Little Longkan Hot Pot, Tan Duck Blood Old Hot Pot, Taier pickled Chinese cabbage Fish, Xiabu Xiabu, Fat Brother's Crab Pot, Frog Laida, Frog Xiaoxia, Fish Exploration, Wooden House Barbecue, Wallace, Sangu Maocai, Lacesar Pizza, Champion pizza, Tastien, King Kungfu.....

Hypermarkets / Retailers

Hema Fresh, Walmart, Tesco, Aldi, Tesco, Ito Yokado, Costco, AEON, CR Vanguard, Yonghui Supermarket, RT-Mart, Suning.com, Better Life Supermarket, CP Lotus, Hongqi Chain Supermarket, Aijia Supermarket.....

Concurrent Event Highlights: Focusing on Current Hot Topics and Discussing Future Trends

Exhibition Concurrent Event Preview

Intellectual Exchange, Interpreting the New Growth Pattern of Baking

- ★ 2025 "Innovation & Growth" China Baking Industry Development Conference
- ★ 2025 "Bucangsi" Bakery Manager Sharing Forum
- ★ 2025 China Beverage Innovation Conference
- ★ 2025 New Media Innovation Marketing and Smart Investment Decision-Making Seminar
- ★ 2025 Digital Empowerment-Towards a New Food World Conference
- ★ 2025 Smart Manufacturing-Industrial Bakery Conference
- ★ 2025 Gourmet Star Chef Culinary Development Conference

International Essence, Illuminating New Global Perspectives

- ★ 2025 Australia Bakery Show
- ★ 2025 Malaysia Themed Exhibition Area
- ★ 2025 Sri Lanka Tea Board Themed Exhibition Area
- ★ 2025 Most Popular New Products Award-Winning Product Roadshow

"Food Plus" Diversified Ecosystem Expanding Market Growth Potential

- ★ 2025 "Namchow Cup" International Chinese Pastry Championship Grand Final
- ★ Salon du Chocolat shanghai @ GUANGZHOU--HOTELEX Coffee & Chocolate Festival
- ★ "Bucangsi" Bakery Manager Shared Space-Season Two
- ★ World Coffee Roasting Championship China Regional Selection - Guangzhou Division
- ★ World Coffee Roasting Team Championship - Guangzhou Division
- ★ CHA National Culinary Championship - Cooking Skills Competition
- ★ 2025 Shanghai Trendy Beverage Creative Making Competition - Guangzhou Division

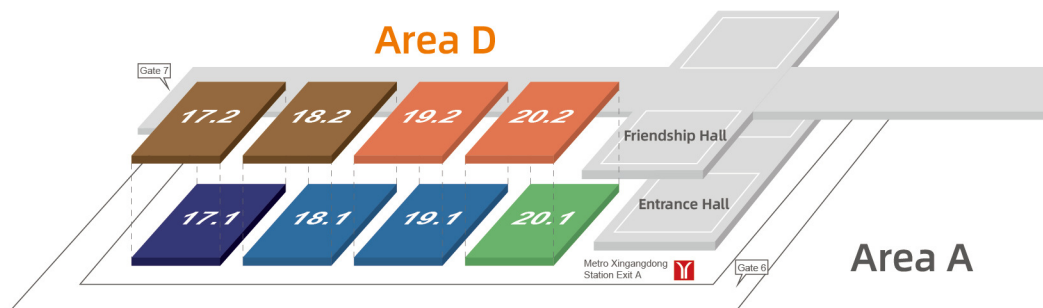
*The final event is subject to on-site arrangements.

The 28th China Bakery Exhibition

2025.5.10-12

Guangzhou ·Canton Fair Complex Area D

LAYOUT



Canton Fair Complex, Area D, First Floor Exhibition Hall

Industrial Baking Supply Chain
(17.1)

Baking Machinery and Equipment
(18.1, 19.1)

Coffee & Tea, Comprehensive Food, Franchise
(20.1)

Canton Fair Complex, Area D, Second Floor Exhibition Hall

Mooncakes, Fillings and Packaging
(17.2, 18.2)

Baking Ingredients and Packaging
(19.2, 20.2)

Hold Concurrently:

- The Guangzhou International Hospitality Equipment & Foodservice Expo 2025
- The 2025 FHC South China Global Food Trade Show (Guangzhou)
- The 7th Guangzhou International Franchise Exhibition 2025
- Salon du Chocolat Shanghai @ GUANGZHOU
-- HOTELEX Coffee & Chocolate Festival

Exhibition Fees

Shell Scheme

Including wall panels, carpet, lighting, and a nameplate with the company's name

USD 200/m²

Raw Space

For exhibitors or exhibition groups to design and build large booths themselves (starting from 27 square meters)

USD 180/m²

Exhibition Inquiries

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Hosts



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A member of informa markets



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