

“ Post-Show Report ”

29th China Bakery Exhibition 2026
Co-located with Guangzhou International
Bakery & Food & Beverage Industry Expo

May 11-13, 2026

Area D, Canton Fair Complex, Guangzhou



Official Organizer:



sinoexpo
informa markets

sinobake
A member of informa markets

Since 1997 Pioneer of Bakery Exhibitions

Launched in 1997 by the **All China Bakery Association** with 30 years of industry expertise, China Bakery Exhibition has built premium full-chain bakery resources over nearly three decades.

It has served 10,000+ exhibitors, witnessing the sector evolve from workshop production to intelligent manufacturing. Covering full-channel procurement needs of **bakery chains, distributors, retailers, e-commerce and industrial bakeries**, it matches supply and demand precisely to drive innovation and fuel the industry's globalization.



30 YEARS OF DEVELOPMENT

1997

Launched China's first professional bakery exhibition, opening a new chapter of industry specialization

2003

Settled in Guangzhou, the core business hub of the Greater Bay Area

2005

Officially renamed China Bakery Exhibition with finalized brand identity

2010

Added dedicated mooncake zone to complete seasonal bakery industry chain layout

2021

Formed strategic partnership with Informa Group to bring in global industry resources

2024

Partnered with chain catering expo to expand coffee, tea, dining and other diversified segments

2025

Scaled to over 120,000m²; added dedicated industrial bakery zone for full industry chain coverage

01. Bakery & F&B Full-Chain Upgrade

02. Global Merchants Gather in GBA
(Guangdong-Hong Kong-Macao Greater Bay Area)

03. Word-of-Mouth & Brand Expansion

04. Trend Insights & Skill Contests

05. Show Wrap-up & Steady Progress



CONTENTS

01 Bakery & F&B - Full-Chain Upgrade

The 29th China Bakery Exhibition & Guangzhou International Bakery & F&B Industry Expo, organized by the All China Bakery Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and Guangzhou Sinobake International Exhibition Co.,Ltd. concluded successfully at Area D, Canton Fair Complex, Guangzhou from May 11 to 13, 2026.

2026 marks the 30th anniversary of high-quality development in China's bakery sector. As the year's first flagship "Bakery+" industry event, this 100,000-sqm edition gathers 1,500+ premium brands across the full industry chain and debuts nearly 5,000 new products, fully showcasing 30 years of remarkable achievements and innovative breakthroughs in China's bakery industry.

EXHIBITION SPACE

 **100,000 m²**

DOMESTIC & OVERSEAS
PROFESSIONAL BUYERS

 **150,000+**

EXHIBITING
COMPANIES

 **1500**

PARTICIPATING
BRANDS

 **5,000+**

ACTIVITIES

 **20+**



Global Merchants Gather in the Greater Bay Area

Centered on South China, the exhibition gathers diverse professional visitors from across China and overseas. Visitors conduct supply chain optimization, new product resource matching, strategic industrial cooperation talks and business docking, while exploring cutting-edge innovative exhibits, technological breakthrough directions and differentiated product selling points. This fully embodies the exhibition's core value as an industry development bellwether and an efficient platform for industrial resource connection.

Regional Distribution of Domestic Visitors

South China: 68.29%	Hong Kong, Macao & Taiwan: 3.76%
East China: 13.22%	Northwest China: 1.43%
Central China: 6.57%	Northeast China: 1.18%
North China: 4.45%	Southwest China: 1.10%

Top 10 Provinces of Domestic Visitors



02 Global Merchants Gather in GBA

Regional Distribution of Overseas Visitors



Country Distribution of Overseas Visitors



(Sorted alphabetically by country name)

year-on-year growth
in overseas visitors

33%

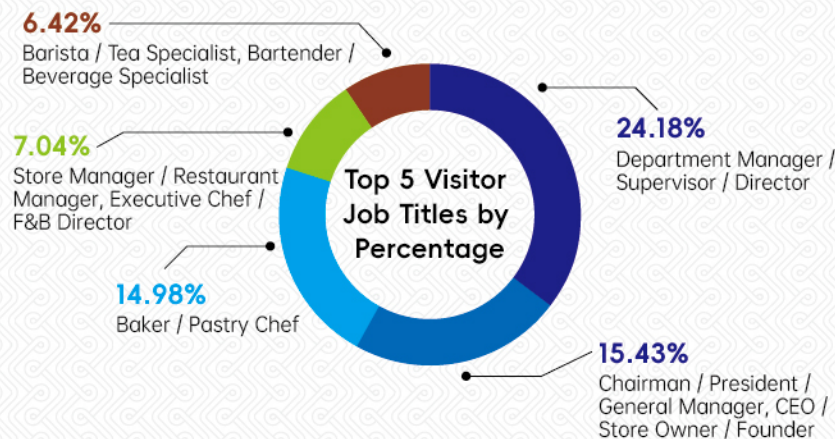
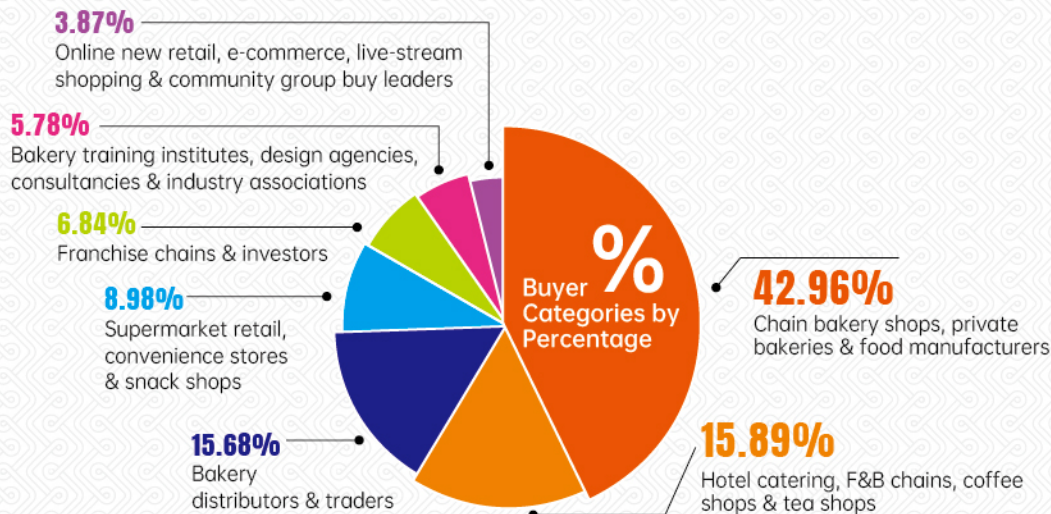
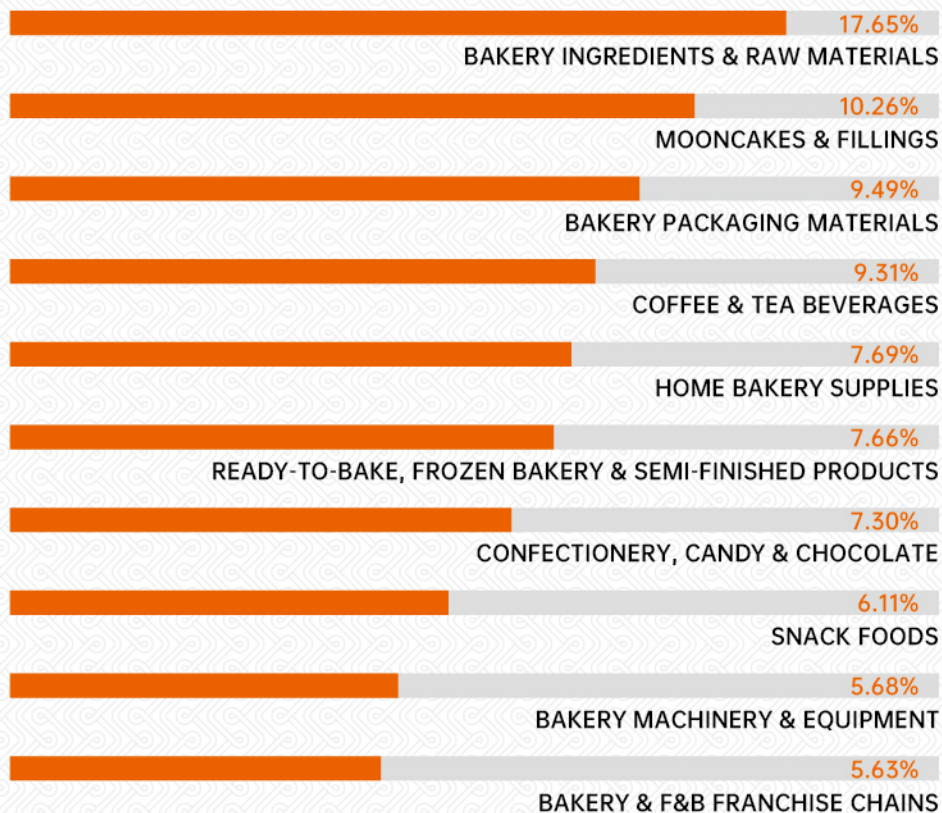
countries and
regions Visitors

108





Top 10 Exhibits of Visitor Interest





Selected Professional Visitors List

Bakery Distribution Channel

Zhanjiang Yazhou Food Co., Ltd.
 Chikan District Xinyoujin Food Trading Firm, Zhanjiang
 Zhanjiang Gangcheng Food Trading Co., Ltd.
 Guangzhou Shunxiangfa Food Trading Co., Ltd.
 Yunnan Shunyi Food Co., Ltd.
 Guangzhou Lizhi Trading Co., Ltd.
 Zhenpeng Food Trading Firm, Zhongshan Torch Development Zone
 Guangzhou Desika Trading Co., Ltd.
 Zhanjiang Dayuan Food Co., Ltd.
 Pengjiang District Zhanfeng Food Trading Co., Ltd., Jiangmen
 Dongguan Sanhe Food Trading Co., Ltd.
 Zhuhai Minlong Trading Co., Ltd.
 GBA Bakery Masters Club
 Maonan District Shengguang Trading Co., Ltd., Maoming
 Guangzhou Yufeng Food Ingredients Co., Ltd.
 Jiangmen Baihui Food Trading Co., Ltd.
 Nanning Qidelong Trading Co., Ltd.
 Guangxi Beibeile Premium Selection
 Nanning Feiya Food Co., Ltd.
 Liuzhou Beiyi Trading Co., Ltd.
 Guilin Masong Food Co., Ltd.

Shantou Maimeng Food Co., Ltd.
 Guangdong Jiayi Food Co., Ltd.
 Yangjiang Boji Bakery
 Guangzhou Yanmei Trading Co., Ltd.
 Shantou Qianguhe Food Co., Ltd.
 Guangzhou Lefeng Food Trading Co., Ltd.
 Foshan Hengzhexing Supply Chain Management Co., Ltd.
 Foshan Lengjia Food Co., Ltd.
 Wuhan Lebei Zhenpin Trading Co., Ltd.
 Zhaoqing Liming Trading Firm
 Hunan Lusheng Food Co., Ltd.
 Shantou Ruike Trading Co., Ltd.
 Dongguan Hexi Bakery Service Co., Ltd.
 Guangzhou Chengyi Bakery Food Trading Co., Ltd.
 Fuzhou New Era Trading Co., Ltd.
 Fuzhou Tengfu Trading Co., Ltd.
 Juxiangjia Trading Co., Ltd.
 Putian Lipute Food Trading Co., Ltd.
 Quanzhou Weijie Trading Co., Ltd.
 Longyan Shunming Trading Co., Ltd.
 Jinyangguang (Fujian) Trading Co., Ltd.

Zhangzhou Qianyuan Industrial Co., Ltd.
 Xiamen Xiangfulu Trading Development Co., Ltd.
 Longyan Bakery & Beverage Association
 Sanming Jing Trading Co., Ltd.
 Baise Beisen Food Co., Ltd.
 Liuzhou Dongye Food Co., Ltd.
 Yichang Yongjia Trading Co., Ltd.
 Changsha Yanjie Food Trading Co., Ltd.
 Hubei Chunyou Food Co., Ltd.
 Changsha Zhuchu Food Co., Ltd.
 Ganzhou Pengfa Food Trading Co., Ltd.
 Jiangxi Nanchang Dingbei Industrial Co., Ltd.
 Xingcuile (Shenzhen) Catering Co., Ltd.
 Hunan Bakery Association
 Hunan Daye Food Co., Ltd.
 Hunan Laibode Trading Co., Ltd.
 Hunan Saixiang Food Co., Ltd.
 Dongguan Zhenfeng Food Trading Co., Ltd.
 Meizhou Chunhui Bakery Materials Co., Ltd.
 Guangzhou Jinpin Trading Co., Ltd.
 Shenzhen Changshengfa Trading Co., Ltd..



Selected Professional Visitors List

Bakery Shops / Pastry Shops / Private Bakeries / Personal Studios

Holiland	Kaladuo
BreadTalk	Paris Angel
85°C	Maiyu Homeland
Maxim's Cakes	Crown Mario
Beijing Daoxiangcun	Changle Bakery
Luxihe	Milan West Bakery
Qianji	Lüyelu Bakery
Happy West Bakery	Jiamai Bakery
Wedome	Meizhe Bakery
Maky	Enbei Premium
Lianxianglou	Uncle Mai
Snowbell	Yangcheng West Bakery
Kesibelli	Jiatian
Madeli	Kesongfang
Xishu Choux	36CAKE
Baixianglin West Bakery	Leyuan Bread
Momo Pastry Bureau	Huarong West Bakery
Caidiexuan	Mazhilian
Nongxin Grandpa	Huang's Fresh House
Guanglong Egg Tart King	Fanji Bakery
Yudiefang	
Ailemige	
Crown Bakery	
Laodingfeng	

F&B Investment Franchisees

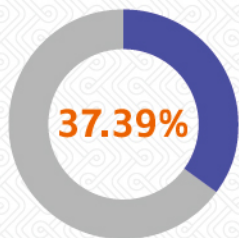
Liangjingjing Restaurant	Foshan Maoyimao Restaurant
Shenzhen Zhuxianbei Catering Store	Zhuhai Jinwan Sanzao Muhua Restaurant
Fuchuan Aining Restaurant	Shenzhen Yilu Restaurant
Huizhou Wangdehuo Restaurant	Xining Tingwan Restaurant, Qinghai
Jieyang Zhenmeiwei Restaurant	Nanchang Chaxiamo Catering Co., Ltd.
Zhuhai Jinwan Yumixiang Restaurant	Gangpai Hong Kong Tea Research Institute
Kaili Huanruisha Restaurant	Uncle Thai Tea Stall Studio
Guangzhou Jinwan Catering Management Co., Ltd.	
Chengdu Caixiang Catering Co., Ltd.	
Guangdong Ladelu Catering Co., Ltd.	
Holiland Food Co., Ltd.	
Guangzhou Jiali Catering Co., Ltd.	
Guangzhou Nanglailai Catering Co., Ltd.	
Flanders Catering Management Co., Ltd.	
Guangzhou Niushao Catering Management Co.	
Nantong Shiyuege Catering Management Co., Ltd.	
Dongguan Kele Xiangnan Catering Management Co., Ltd.	
Yingchao Catering Management Co., Ltd.	
Mangguozhi Catering Management Co., Ltd.	
Dongguan Jiumiwei Catering Service Co., Ltd.	
Xiamen Gedi Catering Management Co., Ltd.	
Shenzhen Jibisheng Catering Co., Ltd.	
Hangzhou Yaqi Catering Management Co., Ltd.	
Guangzhou Yiqi Shang'an Catering Management Co., Ltd.	

Hotels / Supermarkets & Hypermarkets

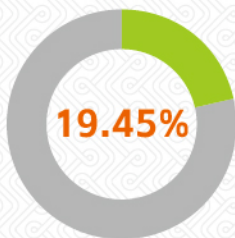
Guangzhou Jianguo Hotel	Asian Games City Mall
Pazhou Lingnan Oriental Hotel	Pengtai Supermarket
Luoding Haolaiwan Hotel	Wanhui Supermarket
Xiangyunsha Garden Hotel	Xintiandi Supermarket
Haolaiwan Hotel	Wanmin Supermarket
Hengqin Bay Hotel	Hengshui Jimei Supermarket
Park Hyatt Shenzhen	Yingrun Premium Supermarket
Yazhi Hotel	
Guangzhou Restaurant Group	
Shantou Oriental Century Hotel	
Zhongshan Xiaolan State Banquet Hotel	
Jin Jiang Hotels Management Co., Ltd.	
Yihu Yiyan Hotel	
Humen Meisi Wellton Hotel	
Guangxi Dossen Hotel Group	
Guangzhou Lingnan Oriental Hotel	
Qinhuangdao Wenchuang Hotel	
Shunde Gordon Hotel	
Lianhe Lihua	
Wanda China	
Guangzhou Rainbow	
CR Vanguard	
AEON	
Changdachang Supermarket	



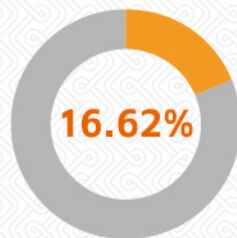
Exhibitors' Participation Objectives



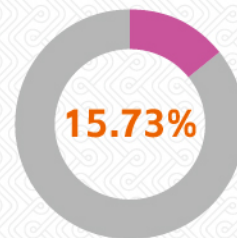
SOURCE POTENTIAL
BAKERY CUSTOMERS



BRAND IMAGE
PROMOTION



BUILD CONNECTIONS WITH
CROSS-INDUSTRY CHANNELS



TRACK INDUSTRY TRENDS
AND DEVELOPMENTS



MAINTAIN RELATIONSHIPS
WITH EXISTING CUSTOMERS



Exhibitor Satisfaction



Overall event satisfaction 99.18%

Event service satisfaction 98.23%

Participation objective achievement 97.64%

Product display effect satisfaction 98.57%

Brand promotion effect satisfaction 98.64%

On-site professional visitor satisfaction 99.39%

* Listed in no particular order. Due to layout constraints, not all exhibitors are shown.



Exhibitor Testimonials



On its 35th anniversary, Southstar partnered with the exhibition to launch a brand showcase. We welcomed more professional buyers, deepened client recognition, and secured more intended partnerships than expected.

—Guangzhou Southstar Machinery Equipment Co., Ltd.



The South China market remains highly dynamic with strong growth potential as the bakery sector trends younger. We brought featured products to help visitors explore new business opportunities.

—Shanghai Kingdom Refrigeration Equipment Co., Ltd.



Many bakery chains now actively compare domestic and imported products. Backed by local supply chain strengths, domestic brands are gaining faster market recognition as import substitution opens new growth opportunities.

—Qingdao Kefood Food Co., Ltd.



This is our 5th consecutive year at the show. Younger consumers are driving industry transformation. We will keep optimizing products to support the sector and wish the bakery industry a bright future.

—Foshan Yueguan Packaging Co., Ltd.



Customers are shifting from viral flavors to upgraded classic fillings. Traditional craftsmanship is gaining traction, and the industry is moving from price competition to quality and efficiency-driven growth.

—Huizhou Shengmei Food Co., Ltd.



Visitor volume and precision both rose notably, with more professional operators and core distributors in attendance. Industry focus has grown broader and deeper, making this show more rewarding than previous editions.

—Yihai Kerry Food Technology Co., Ltd.

03

Word-of-Mouth & Brand Expansion

Search Engine & Information Feed Promotion

100,000,000+ impressions

73,000,000+ clicks

Media Platform Promotion

860+ post releases

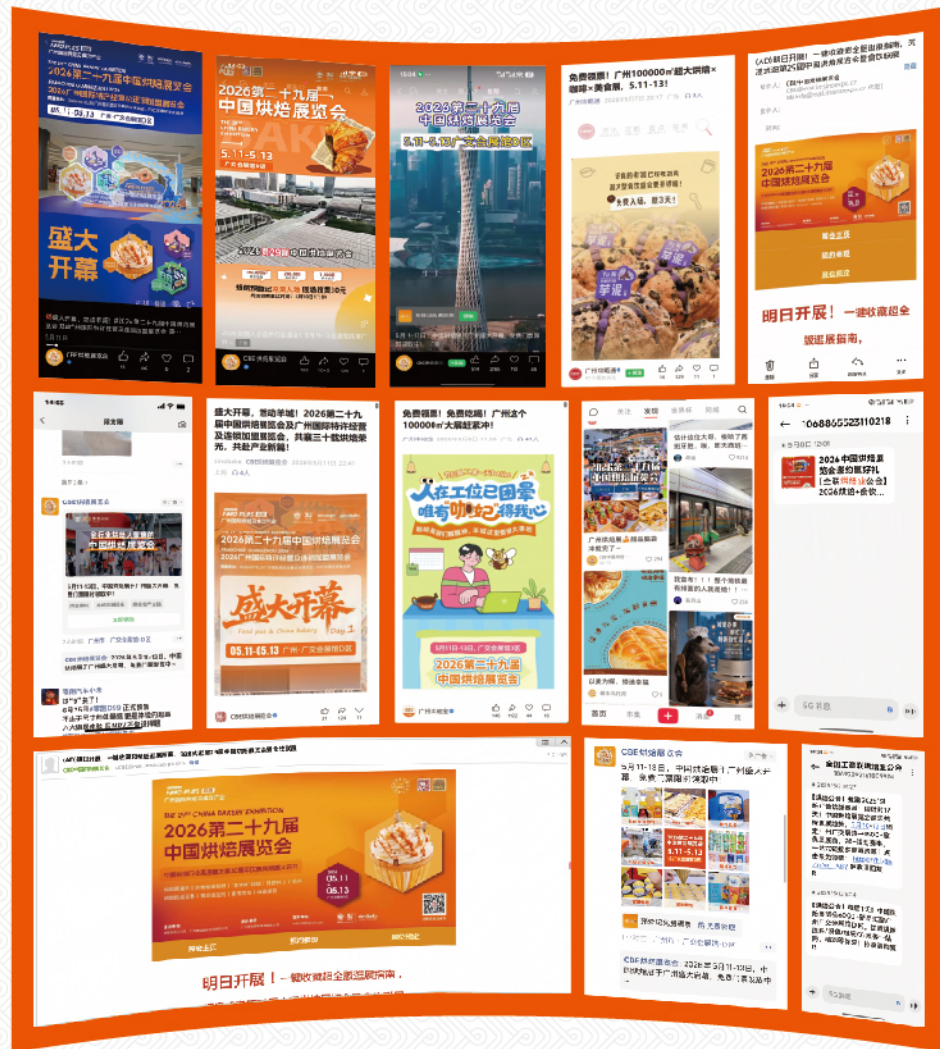
160000000+ total exposures

Database Marketing

850,000+ marketing emails

300,000+ SMS messages

220,000+ telemarketing calls



Word of mouth Marketing & Brand Popularity



Strong support from over 40 chambers of commerce & associations
More than 500 high-quality buyers attended in organized groups

Partner Organizations

All-China Federation of Industry and Commerce
 China General Chamber of Commerce
 China Tourism Hotel Association
 China Hotel Association
 National Processed Food Quality Inspection and Testing Center
 Agricultural Trade Office, U.S. Consulate General in Guangzhou
 International United Chinese Bakery Association
 Filipino-Chinese Bread & Pastry Association
 Sabah Bakery Association, Malaysia
 Vietnam Pastry Association
 Singapore Bakery & Confectionery Merchants Association
 Taipei Bakery Commercial Association
 Richemont International Bakery Club (China)
 GBA Bakers Club
 Hong Kong Mainland Catering Association
 Macau Chain Store & Franchise Association
 Guangdong Federation of Industry and Commerce
 Guangdong Nut Industry Association
 Guangdong Chain Store & Franchise Association
 Guangdong E-Commerce Association
 Guangdong Hotel Association
 Guangzhou Municipal Bureau of Commerce
 Guangzhou Municipal Federation of Supply and Marketing Cooperatives

Guangdong Institute of Food Science and Technology
 Catering Food Safety Supervision Division,
 Guangzhou Administration for Market Regulation
 Guangdong Institute of Food Science and Technology
 Catering Food Safety Supervision Division,
 Guangzhou Administration for Market Regulation
 Guangzhou Food Association
 Guangzhou Time-honored Brands Association
 Guangzhou Coffee Industry Association
 Guangzhou Chain Store Association
 Guangzhou Alcohol Industry Association
 Huangpu District Food Safety Association, Guangzhou
 Yuexiu District Alcohol Industry Association, Guangzhou
 Nansha Food Safety Promotion Association
 Shenzhen Chain Store Association
 Shenzhen Hotel Association
 Zhongshan Food Industry Association
 Dongguan Chain Catering Development Promotion Association
 SP Bakery Myanmar
 PASTRYWORLD
 Zhazhao International Enterprise
 Haohan International Co., Ltd.
 Lingshi Culture
 Global Hub

Media Partners

Bakery Master No Secrets
 21 Bakery Network
 FDL Food Data Insights
 Food Research Hub
 Food Safety News
 Food Mate
 Food & Beverage Special Issue
 Hot Food & Beverage Investment Network
 Food Business Network
 World Food Network
 Haotu Food Network
 Food Resources
 Dairy Online
 Food & Beverage Engineering
 Miaohuo Food Agency Network (Food)
 Miaohuo Food Agency Network (Liquor)
 Health Food Industry Network
 China Food Network
 Cherry Tea & Beverage
 Professional Catering Network
 Hot Catering Ingredients Investment Network
 Shenzhen Cuisine Association Daily Picks
 Omni-channel Franchise Network
 Top 1 Franchise

5988 Startup Network
 Global Franchise Network
 Global Franchise Hub
 Global Franchise Expo
 Check Business
 Meadin
 Guangzhou Bendibao Local Guide
 Guangzhou Guide
 Foresight Media
 Big Elephant
 Food Expo Network
 Expo News Network
 Wenzhan Expo Platform
 Youzhan Expo Network
 Zhaozhan Expo Network
 Expo Master
 Food Expo Directory
 Huizhan Expo Network
 Wuchen Liuhui Network
 China Research Network
 Youmeng United
 5988 Business Opportunity Network
 Anxin Franchise Network
 Kuaima Investment Promotion

Channel Platforms



04 Trend Insights & Skill Contests

Over 20 concurrent events were staged at this edition, forming a comprehensive platform for idea exchange, craftsmanship competitions, business matchmaking and brand presentation, delivering a high-value, high-impact one-stop industry event for on-site visitors.

11



conferences & forums

3



**international professional
competitions**

2



**business
matchmaking sessions**

1



**coffee
festival**

2



**innovative
special exhibitions**



04 Trend Insights & Skill Contests



2026 China Bakery Industry Regional Development Conference (South China Station)

Held on May 11–12, 2026, the conference concluded successfully. It featured a **10,000m² new product selection zone**, where over 100 premium brands presented **more than 1,000 annual new product solutions**. **10 industry mentors** delivered practical training sessions to drive growth in the South China bakery market.

Featured Guest Speakers (listed in no particular order)



Liang Wei

Deputy Secretary-General of
All China Bakery Association
Editor-in-Chief of China Bakery



Li Hongjun

Vice President of All China Bakery
Association, Dean of Yihe
Bakery Business School



Guo Songbin

Lead Mentor of China Bakery,
General Manager of Nanjing Deqin
Brand Management Co., Ltd.



Jin Guochen

Founder of Tianjin
Xianjian Media



Brother Yangguang

General Manager of Dangaokuai



Savi

Founder of Savi Cake & Bobi Wheat



Bi Mingjian

Co-founder of Yihe Bakery
Business School



Sun Dianji

Founder of Shandong Gaozao
Brand Operation Center



Jin Ming

Expert Researcher of Special Enterprise
Financial Management, State Taxation
Administration of China



Ni Haoxin

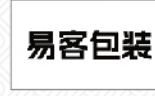
Vice President of Shenzhen
Bao'an Catering Association
Naixin (Shenzhen) Food Co., Ltd.



Li Cheng

Operation Director of
Tianjin Xianjian Media

Brand Sponsors (listed in no particular order)



Organizer: All China Bakery Association

Co-organizer: Yihe Bakery Business School

Undertaker: Guangzhou Sinobake International Exhibition Co., Ltd.

04 Trend Insights & Skill Contests

2026 "New Quality - Breakthrough" China Healthy Food & Bakery Development Conference

Industry experts were invited to deliver keynote speeches, offering in-depth analysis on how the healthy food and bakery sector can leverage new productive forces as an engine to drive industrial innovation and market breakthroughs amid rising consumption upgrades and growing health awareness. The adjudication for the 2026 Healthy Food & Bakery Annual Innovation Awards was held concurrently. After a rigorous multi-round selection process, the jury named a cohort of industry benchmarks with strong scientific value and market potential from numerous applications.

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

Co-organizers: FDL Food Data Insights, FDL Food Youliao

Supporting Units: Zhongshan Food Industry Association, Huangpu District Food Safety Association of Guangzhou

Undertaker: Guangzhou Sinobake International Exhibition Co., Ltd.



Compliance - Innovation - Health 2026 High-Quality Development Conference for Bakery & Food Industry

Under the theme "Compliance as the foundation, innovation as the wing, health as the core", the conference covers key dimensions including policy interpretation, technological breakthroughs, legal safeguards and standard development. It builds an authoritative exchange and learning platform for the industry, and launches the formulation of China's first group standard Technical Specification for Clean Label Raw Materials of Bakery Products, to support the steady, long-term development of the bakery and food industry in a compliant, innovative and healthy direction.

Organizers: All China Bakery Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Guangdong Institute of Food Science and Technology

Supporting Units: Zhongshan Food Industry Association, Huangpu District Food Safety Association of Guangzhou

Undertaker: Guangzhou Sinobake International Exhibition Co., Ltd.



2026 GBA International Bakery Competition Launch Ceremony & GBA Bakers Club Master Bakery Showcase

Held successfully from May 11 to 13, the three-day event covered competition launch, master craftsmanship demonstrations, guest gatherings and skill exchanges, presenting a concentrated showcase of the bakery strength of the Greater Bay Area.

Organizers: All China Bakery Association, GBA Bakers Club

Undertaker: Guangzhou Sinobake International Exhibition Co., Ltd.

Sponsors: Huizhou Gaobi Bakery Equipment Co., Ltd., Beijing Jingding Industry & Trade Co., Ltd.,

Guangzhou Guangling Refrigeration Equipment Factory, Zhanjiang Jinhua Golden Hook Bakery Co., Ltd.



The 1st GBA "Medicine-Food Homology" & Intangible Cultural Heritage Food Inheritance and Innovation Forum

The forum explored high-quality development across the full industrial chain, empowering enterprises through digital collaboration platforms and new overseas expansion paradigms. Sessions including partner licensing, expert committee establishment and partner signing proceeded smoothly, pooling cross-sector efforts from government, industry, academia and research to deliver solid outcomes and drive the inheritance and innovative growth of the medicine-food homology industry.

Organizers: Guangdong Provincial Foundation for the Development of Traditional Chinese Medicine Undertakings,

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Undertaker: GBA Medicine-Food Homology Industry Alliance

04 Trend Insights & Skill Contests

The 15th Guangdong Franchise Development Conference

Under the theme "Compliance for Momentum, Innovation for New Frontiers", the conference was fully attended. The Report on Development Trends of Listed Companies in Guangdong's Chain Operation Industry was premiered at the event, and filing authorization plaques were presented to 30 chain brands including Lishanghuang, Mengziyuan, Guanglong and Xilianxiong. Seven brands such as Zunbao Pizza, Manling Porridge and Lawson were named Annual Benchmark Chain Franchise Brands, injecting strong impetus into the compliant development and brand expansion of the industry and boosting local brands' large-scale expansion across the national market.

Organizer: Guangdong Chain Store & Franchise Association

Co-organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Special Supporter: Guangzhou International Franchise & Chain Store Expo



Chain Renewal - South China Ecosystem & Omnichannel Franchise Network Brand Empowerment Forum

The forum gathered industry leaders and entrepreneurs for in-depth discussions on core topics including the dual drivers of product strength and scenario strength, single-store profit models and omnichannel investment promotion strategies. It brought new insights into ecosystem building and business empowerment for chain brands, and helped the industry anchor the direction of innovative growth.

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

Co-organizer: Omnichannel Franchise Network

Strategic Partner: Shangpu Consulting Group



Qiangguang Catering Alliance - South China Super Franchisee Conference

The conference aims to build a trust hub for the catering franchise industry. Through risk screening by professional influencers and product selection by seasoned operators with hundreds of store locations, it cuts through inflated promotion claims and injects authentic, reliable momentum into the franchise ecosystem. The event drew a full house. Over 300 professional franchisees with multi-hundred-store portfolios gathered at the scene, while leading industry figures shared hands-on operational insights. The South China Strategists roundtable released, for the first time publicly, the strict standards for brand selection, boosting strong confidence in the expansion of South China's catering market.

Organizers: Changsha Qiangguang United Brand Management Co., Ltd. | Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Co-organizers: Qiangguang Catering Alliance | Chengliansuo



New Vitality of Chain Brands - Cross-border Integration Empowerment Forum for Franchise Brand Innovation

This forum focuses on key topics including AI traffic dividends and digital transformation in the catering sector. Representatives from enterprises such as Heligou and Huahuihuang delivered keynote sharing on AI applications. Hosted by Wang Zhigang, Chairman of the Catering Committee of Shanghai Chain Store & Franchise Association, the roundtable session gathered brand representatives from Mengziyuan, Bingxue Shiguang, Wangjiaojiao Local Noodle House and Jiangnan Youli Tea to explore new strategies combining traffic + technology. The forum injects new cross-border integration momentum into franchise brands, unlocks new growth points for franchise models, and supports brands in seizing future opportunities in smart chain operations.

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

Strategic Partner: Tegongdui AI Marketing



04 Trend Insights & Skill Contests

The 29th China Bakery Exhibition 2026 Overseas Business Matching

The inaugural Overseas Business Matching Session extended targeted invitations to nearly 100 domestic senior procurement executives from bakery end stores, chain catering brands, supply chain service providers and regional distributors. It also drew overseas procurement delegations from Malaysia, Singapore, Vietnam, Germany, Ghana and many other countries and regions. Adopting a one-on-one closed-door negotiation format, the session serves as an efficient and precise matchmaking platform for both buyers and suppliers, comprehensively improving on-site negotiation efficiency and deal conversion rate.

Organizers: All China Bakery Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
Guangzhou Sinobake International Exhibition Co., Ltd.



Bakery & Beverage Premium Matchmaking Session

This session delivers precise supply-demand matchmaking across themed special tracks. Over 100 professional buyers are invited on a targeted basis, with regional buyer groups from Beijing, Shanghai, Suzhou, Jiangxi, Hunan, Hubei, Guangzhou, Dongguan, Shenzhen and other cities gathering on site. Buyers conduct efficient one-on-one targeted meetings with exhibiting supply chain enterprises, facilitating high-quality on-site business discussions.

Organizers: All China Bakery Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
Guangzhou Sinobake International Exhibition Co., Ltd.



04 Trend Insights & Skill Contests

2026 Junlebao "Frozen to Fresh" International Bakery Championship (Grand Final)

The 2026 Junlebao "Frozen to Fresh" International Bakery Championship (Grand Final) came to a successful close on May 13. Bringing together 20 representative teams from leading "Frozen to Fresh" bakery brands across China, the competition featured a judge panel with expertise spanning all channels: bakery chains, coffee & tea segments, supply chain, and online group buying. Over 4 days and 6 high-stakes matchups, the event fully demonstrated the emerging strength of China's "Frozen to Fresh" bakery sector.

Judge Panel (in no particular order)



Ye Wei

LFounder & R&D Director, LAFantasia
WACS Certified International Judge
Chairman of the Organizing Committee,
CPC World Pastry Cup China Division



Guo Yisheng

CEO, UM Ursae Majoris Star-level
Supply Chain
Chairman, BY Youth Innovation
CompanyPractitioner of International
Supermarket Supply Chain



Yin Zubo

Supply Chain Director
Jiangsu Babatang Catering
Management Co., Ltd.



Wang Pengfei

Technical Director, Angelina China
Founder, Wang Pengfei Bakery
Technology Application Center



DAMIEN ORTAL

Lead Bread Instructor, Le Cordon
Bleu International Culinary Institute
Member of the Bread Ambassadors Group



Yan Yilong

West Region Director, Lifeng
International Bakery Club (China)
Operation Director, Guiyang
Xinbo'er Trading Co., Ltd.



Chen Qikang

Operation Director
Wuhan Wantu Catering
Management Co., Ltd.



Zhang Yintao

Bakery Channel Sales Manager
Dairy Raw Materials Division,
Junlebao Dairy Group



Chen Longfa

Senior Practitioner & Honorary
Contributor in the Bakery Industry
Deputy General Manager, Dongguan
Guanglong Food Co., Ltd.

Exclusive Title Sponsor



Platinum Sponsors

KINGDOM
金城制冷

裕飛永盛
裕飛永盛 Quality Leads Our Way

Organizers: All China Bakery Association

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Lifeng International Bakery Club (China)

Co-organizer: Guangzhou Sinobake International Exhibition Co., Ltd.

Exclusive Title Sponsor: Junlebao Dairy Group Co., Ltd.

Platinum Sponsors:

Shanghai Jincheng Refrigeration Equipment Co., Ltd.

Guangdong Yongqiang Food Machinery Co., Ltd.

04 Trend Insights & Skill Contests

2026 World Coffee Roasting Championship China Qualifier - Guangzhou Regional Round

The 2026 World Coffee Roasting Championship China Qualifier – Guangzhou Regional Round has concluded successfully. The event gathered top industry talents competing with exquisite roasting techniques, and the final honor roll has been officially released. Three contestants stood out and advanced to the next stage, fully prepared for the upcoming competition journey.

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



2026 CHA Culinary Innovation Championship Wenshi Chinese Native Chicken Cup - Guangdong-Hong Kong-Macao "Ten Thousand Chefs, Ten Thousand Dishes" Skills Competition

This skills competition features four tracks: cold dishes, roasted delicacies (siu mei), dim sum and hot dishes, with over 260 teams competing on the same stage. After rigorous multi-dimensional evaluation by a panel of senior judges, awards including the Individual Special Gold Award and Gold Award were presented. The event showcased the high-standard culinary prowess of the Guangdong-Hong Kong-Macao region, and infused fresh momentum into the inheritance and innovation of the catering industry under the theme of "Ten Thousand Chefs, Ten Thousand Dishes".

Guiding Units: China Hotel Association, Guangdong Food Culture Research Association

Organizers: All China Bakery Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Famous Chefs Professional Committee of China Hotel Association, Famous Chefs Professional Committee of Guangdong Food Culture Research Association

Title Sponsor: Wenshi Food Group Co., Ltd.

Co-organizers: Chinese Native Chicken Catering Service Provider, Guangdong Wenshi Shangchu Food Co., Ltd., Guangdong Salt Industry Group Co., Ltd., United Lihua Catering Planning, Jiangmen Xinhui Xinbaotang Chenpi Co., Ltd.



04 Trend Insights & Skill Contests

2026 Guangzhou International Coffee, Wine & Food Festival

With over 30 brand booths, the event serves not only as a consumer experience venue but also a microcosm of industry trends. Specialty coffee is rapidly evolving into integrated spaces that combine beverages, cultural creativity and social interaction, while the boundaries of wine and food pairing are constantly being expanded.

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

Co-organizer: All China Bakery Association



Malaysia Bakery Theme Pavilion

The Malaysia Bakery Theme Pavilion presents a distinctive product matrix where tradition and modern innovation intersect. It delivers differentiated inspiration for Chinese enterprises and builds a bridge for Sino-foreign exchanges in the bakery industry. This cross-border, in-depth industry resonance is leading the bakery sector into a new stage of diversified, open and high-quality development.

Organizers: All China Bakery Association

Guangzhou Sinobake International Exhibition Co., Ltd.

Co-organizer: Han & International SDN. BHD.



05 Show Wrap-up & Steady Progress

May 10-12, 2027 | A New Journey Sets Sail for a Brand-New Industry Future

In 2027, we will continue to leverage the core strengths of the Greater Bay Area and deepen industrial chain integration across the board. With an expanded exhibition scale, more precise supply-demand matching and more forward-looking agendas, we will deliver a must-attend annual platform for the entire industry. We are fully prepared to meet you at our next flagship industry event.



30th China Bakery Exhibition 2027

📍 Guangzhou · Canton Fair Complex · Area D

Channel Restructuring · Omnichannel Growth

Bakery Raw Materials & Ingredients | Bakery Packaging Materials | Frozen to Fresh Baking | Mooncake OEM
Fillings | Bakery Machinery & Equipment | Food Additives | Home Baking | Coffee & Tea

Official Website: <https://www.baking-cn.com/en>

Organizers: All China Bakery Industry Association, Guangzhou Sinobake International Exhibition Co., Ltd.

Co organizer: Guangzhou Sinobake International Exhibition Co., Ltd.



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05.12



2026 China Bakery Exhibition Event Series

2026 Domestic Exhibition Projects

DOMESTIC
EXHIBITION



HOTELEX Chengdu International Hospitality Supplies & Catering Expo, 2026

July 2-4, 2026

Chengdu Century City New International Convention & Exhibition Center

DOMESTIC
EXHIBITION



HOTELEX Shenzhen International Hospitality Supplies & Catering Expo, 2026

October 13-15, 2026

Shenzhen World Exhibition & Convention Center (Bao'an)

DOMESTIC
EXHIBITION



HOTELEX Shenzhen International Hospitality Supplies & Catering Expo, 2026

November 10-12, 2026

Shanghai New International Expo Centre (Pudong)

2026 Overseas Exhibition Projects

OVERSEAS
EXHIBITION



2026 "Kaiyuan Initiative" China Bakery & Beverage Exhibition GroupHeld concurrently with Franchise Expo Malaysia

July 23-25, 2026

Kuala Lumpur, Malaysia

OVERSEAS
EXHIBITION



Thailand International Hotel & Catering Expo FHT Thailand International Food & Hotel Exhibition

August 19-22, 2026

Bangkok, Thailand

OVERSEAS
EXHIBITION



Cambodia International Food & Catering Equipment Exhibition (Foodtec Cambodia)

September 28-30, 2026

Phnom Penh, Cambodia



Scan for more exhibition updates
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Exhibition Inquiry

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021-3339 2199 (Shanghai)

Visitor Inquiry / Media Cooperation

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Official Website

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