FOOD PLUS GUANGZHOU | 中国烘焙展 CHINA BAKERY EXHIBITION CBE

The Pioneer of the China Bakery Industry Since 1997

THE 30TH CHINA BAKERY EXHIBITION

Guangzhou · Canton Fair Complex · Area D

2027
05.10
-
05.12



A.C.B.A. All China Bakery Association

sinobake
A member of informa markets

Organizer:

All China Bakery Association

Guangzhou Sinobake International Exhibition Co., Ltd.

Official Website:

https://www.baking-cn.com/en

Booth Booking

Pre-register



ABOUT CBE

The 30th China Bakery Exhibition (CBE) will be held at Area D, Canton Fair Complex, Guangzhou from May 10 to 12, 2027.

Co-hosted by the **All China Bakery Association** and Guangzhou Sinobake International Exhibition Co., Ltd., CBE entered an in-depth strategic partnership with Informa Markets in 2021. Leveraging the global exhibition resources of Shanghai Sinoexpo, it integrates catering, food, chain franchise and other diversified sectors to build a mature "Bakery+" industrial ecosystem and deliver an efficient business matching platform for enterprises across the entire industry value chain.

With a deep focus on the integrated bakery and F&B sector, CBE brings together high-growth segments including frozen-to-fresh bakery solutions, healthy ingredients, supermarket retail, and coffee & tea beverages. Capitalizing on the Greater Bay Area's market strengths, it stands as a premium platform for enterprises to expand distribution channels and capture global business opportunities.



30 YEARS OF DEVELOPMENT

1997 — First professional baking exhibition in China, opening a new era of industry professionalism.

2003 — Rooted in Guangzhou · GBA's Commercial Core

2005 — Officially renamed China Bakery Exhibition · Brand identity established

2010 — Dedicated Mooncake Zone Launched · Seasonal Bakery Chain Completed

2021 — Strategic Partnership with Informa Markets · Global Industry Resources Secured

2024 — Chain Catering Expo Collaboration · Diversified F&B Segments Expanded

2025 — Exhibition Area Exceeds 120,000m² · Industrial Bakery Zone Launched

OVERVIEW

100,000 m²	1500+	200,000	5000+	20+
EXIBITION AREA	EXHIBITORS	VISITORS	ANNUAL NEW PRODUCTS	EVENTS

EXHIBITOR BENEFITS





- **Targeted Buyer Matching**
- **Full-Chain Solutions**
- **GBA(Guangdong-Hong Kong-Macao Greater Bay Area) & Overseas Reach**
- **Co-Located Synergy**



Part of Excellent Exhibiting Brands

*THE ABOVE ITEMS ARE NOT IN ANY PARTICULAR ORDER

Exhibit Categories



Healthy Ingredients

Showcasing low-sugar, plant-based and clean-label products aligned with global health trends.



Flavor Ingredients

Coconut, vanilla, matcha, chocolate and more to drive product flavor innovation.



Frozen-to-Fresh Bakery

Frozen dough, pre-baked semi-finished & finished goods, ingredients, reheating equipment and supporting solutions.



Dairy Products

Cream, liquid milk, milk powder, butter and cheese to elevate product texture and quality.



Industrial Bakery

Production & packaging machinery and factory components for large-scale manufacturing.



Mid-Autumn Theme

Mooncakes, OEM services, fillings and egg ingredients for seasonal supply chains.



Packaging & Materials

Cake/pastry boxes, eco-friendly consumables and end-to-end brand packaging solutions.



Functional Ingredients

Functional ingredients and food additives tailored to health-conscious demands.



Bakery for Main Dining

Specialty bakery flours, fruit & vegetable fillings and meat products for main-course scenarios.



In-Store Equipment

Ovens, display cases and baking tools to support daily store operations.



Partial Buyers

Bakery Retail Outlets

Holiland 好利来 · 面包新语 · 85°C Bake Cafe · 美心西饼 mx cakes · 幸福西饼 · 莲香楼

Chain Brand Headquarters

CoCo



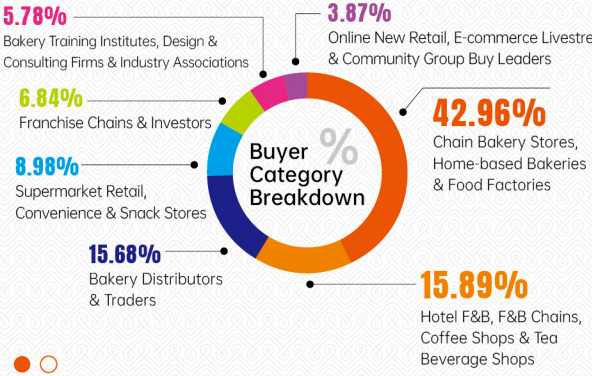
Supermarkets, Chain Convenience Stores & Hotels

盒马 · Sam's Club · 7-ELEVEN · 开市客 COSTCO WHOLESALE · DL

Manufacturing Enterprises

旺旺集团 · 百草味 · 康师傅 · 亿滋 Mondelēz · 洽洽 · 好丽友

Buyer Category Breakdown



Visitor Regional Breakdown



Product Categories of Interest

Bakery Ingredients & Raw Materials、Mooncakes、Fillings、Bakery Packaging & Materials、Coffee & Tea Beverages、Home Baking Supplies、Frozen-to-Fresh Bakery、Frozen Bakery Products、Semi-finished Products、Bakery Machinery & Equipment

Southeast Asia Deep Dive · Global Buyer Connections

*Sorted by Pinyin initials

Russia · Philippines · South Korea · Malaysia · United States · Thailand · Singapore · Indonesia



Trends, Channels & Competitions
Synergy · Annual Bakery Industry Event

Conference

- Healthy Food & Bakery Development Conference
- High-Quality Bakery & Food Development Conference
- Overseas Business Matching
- Healthy & Main-Course Bakery Roadshow
- Supermarket Retail Conference
- E-commerce New Retail Matching

Competition

- "Frozen-to-Fresh" International Bakery Championship (Final)
- World Coffee Roasting Championship · Guangzhou Trial
- CHA Culinary Innovation Championship · GBA Skills Competition

Show

- Malaysia Bakery Theme Zone
- Trendy Kitchen Bakery Small Appliances Zone
- Annual Quality & Innovation Award

International Matchmaking



- **Pre-scheduled 1-on-1 sourcing meetings**
- **Supplier matches tailored to your needs**
- **Full on-site support for efficient negotiations**

Join global buyers at CBE 2027 to tap into China's bakery supply chain and build lasting cross-border partnerships.

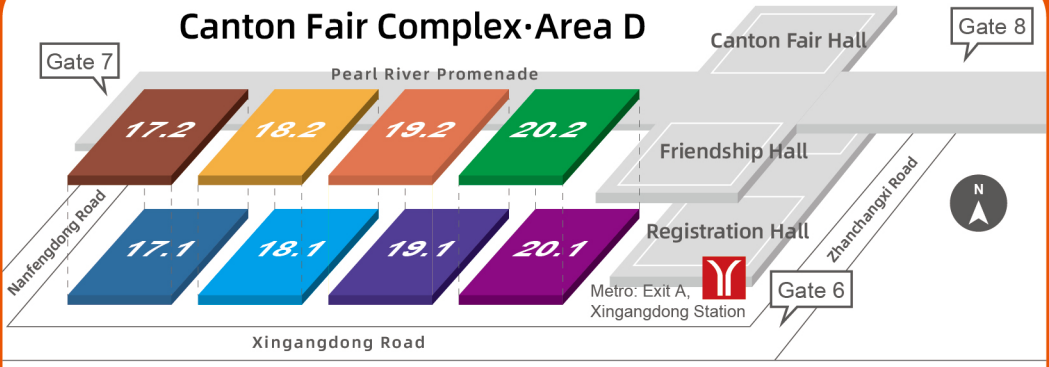






THE 30TH CHINA BAKERY EXHIBITION

MAY 10 – 12,2027 Canton Fair Complex · Area D



Canton Fair Complex Zone D, 1st Floor Exhibition Halls

- Production Machinery/ Ingredients & Additives/ Overseas Pavilions (Hall 17.1)
- Production Machinery/ Packaging (Hall 18.1)
- Frozen-to-Fresh/ Coffee&Tea/F&B Franchise Chains (Hall 19.1)
- F&B Franchise Stores (Hall 20.1)

Canton Fair Complex Zone D, 2nd Floor Exhibition Halls

- Baking Ingredients (Hall 17.2)
- Baking Ingredients (Hall 18.2)
- Seasonal Festival Pastry/ Filling/ OEM (Hall 19.2)
- Gift Treats/Gift Packaging (Hall 20.2)

BOOTH PRICE

Raw Space

For exhibitors or exhibition delegations to design and construct independently

180USD/m²

Standard Booth

Includes wall panels, carpet, general lighting, fascia board, and 500W power socket

200USD/m²

Turnkey Booth

Includes booth construction, lighting power supply and construction management fee. Exhibitors are required to provide graphic artwork for booth decoration.

220USD/m²

Booth Booking

Pre-register

Guangzhou Sinobake International Exhibition Co., Ltd.

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