

## ENTRANCE TICKETS ON THE DAY

	On the day	Online purchase
<b>Day ticket</b> (single entry)	26.00 €	24.00 €
<b>Group ticket</b> 1 day for groups of 15 + (single entry)	22.00 €	19.00 €
<b>Students</b> (day ticket)	10.00 €	9.00 €
<b>2-days ticket</b>	35.00 €	32.00 €
<b>Season ticket</b>	65.00 €	60.00 €
<b>Catalogue</b> (in advance with voucher)	17.00 €	15.00 €

Online advance ticket sales are possible at the end of April.

### IBA IN SUMMARY:

3. – 9.10.2009  
Saturday – Friday  
daily 9.00 – 18.00  
Trade Fair Centre Düsseldorf  
Halls 9 – 17

#### Organiser



Zentralverband des Deutschen  
Bäckerhandwerks e.V. (ZVB)  
Neustädter Kirchstraße 7a  
D-10117 Berlin, Germany  
[www.baeckerhandwerk.de](http://www.baeckerhandwerk.de)

#### Event Management Company



Your Fair Partner

GHM Gesellschaft für  
Handwerksmessen mbH

Willy-Brandt-Allee 1  
D-81829 Munich, Germany

### VISITOR HOTLINE:

Phone: +49 (0201) 31 01445  
Fax: +49 (0201) 31 019 910

[visitors@iba-online.de](mailto:visitors@iba-online.de)  
[www.iba.de](http://www.iba.de)

#### Partners



Deutscher Konditorenbund  
(BIV)  
[www.konditoren.de](http://www.konditoren.de)



Verband Deutscher  
Großbäckereien e.V.  
[www.grossbaecker.de](http://www.grossbaecker.de)

GHM 052009/140.0 (Pixelmanufaktur/Biedermann). Subject to alterations.

# Invitation to the World Market International Trade Fair for Baking

...everything for Bakers and Confectioners



## WELCOME TO DÜSSELDORF:

Experience the range of  
around 1,000 exhibitors  
from over 45 countries!

At no other trade fair of the bakery and confectionery sector is there such a broad spectrum on offer as at iba 2009. On approximately 123,000 m<sup>2</sup>, you can expect products, services, trends and ideas galore! Don't miss out on this unique, internationally-renowned show!

A visit to iba 2009 in Düsseldorf is a must for everyone in the baking sector – whether from trade or industry, the retail market or the service sector. Make the most of iba 2009 to gain an overview of the latest trends and to best prepare for and make investment decisions.



## THE HIGHLIGHTS AT IBA 2009

### The largest global bakery and confectionery trade fair offers you:

- all innovations and standards for the manufacturing of bakery products
- current trends in the café, snack and take-away sectors
- experience of the finest selection of cakes, pralines, marzipan and ice creams
- energy saving and recycling opportunities as well as optimisation of processes and logistic bakery procedures
- a comprehensive, specialist fringe programme with guided bakery tours, seminars, discussion forums and competitions

### The focal points:

- **Traditional art of baking:**  
Going back to the roots – non-convenience baking products are trend
- **Sales and Marketing:**  
Clever ideas for successfully building on existing customer relationships and gaining new ones
- **Store construction:**  
New ideas for promotional store design; integration of store baking ovens and hot plates for the preparation of warm meals
- **Special “Coffee” show:**  
Here you will find everything to do with coffee machines, accessories and coffee making
- **Food law:**  
Information about new food guidelines and hygiene regulations at the stand of the German Bakers Confederation (Zentralverband stand)
- **Training and further education:**  
Further education opportunities and fascinating information for students training to become bakers or confectioners

### The sectors:

- Ovens and accessories
- Bakery and pastry-making machinery
- Refrigeration, fermenting and air conditioning technology and engineering
- Baking agents, raw materials and ingredients
- Partly-baked and finished products
- Ice cream manufacturing
- Confectionery equipment and accessories
- Coffee machines and accessories
- Pasta and pizza manufacturing
- Furniture and furnishings for shops, cafés and patisseries
- Packaging machinery, devices and materials
- Decorative items, baking accessories
- Cleaning and hygiene
- Laboratory and measuring equipment
- IT hardware and software
- Services



## PURE SUSPENSE: THE IBA CUP 2009

Baking with high quality information and entertainment: The German Bakers Confederation (Zentralverband des Deutschen Bäckerhandwerks) invites all trade visitors to the iba Cup 2009! Look forward to exciting competitions in three categories, peer over the shoulders of the experts and compete for victory with the best in the industry. All competitions take place in the three sample bakeries directly next to the stand of Zentralverband in Hall 11.

## The Young Baker's Cup

Here young bakers show what they are made of. At the Young Baker's Cup, trainees of the baking trade demonstrate their competence in the preparation of dough in braids and various other forms.

The Young Baker's Cup will be organised by Erste Deutsche Bäckerfachschule Olpe (the first German bakery professional school Olpe).

**Date: 9.10.2009**

## International Cup

Experience international baking live! At the International Cup, guests from Korea, Switzerland, Ireland, China, Italy, Russia, Japan, Poland, France, Chile, Denmark and Croatia compete against one another to present traditional baking from their home country. From each respective country, three teams demonstrate their ability on the theme of "traditional home baking" for an entire day.

**Date: 3. – 6.10.2009**



## EXCELLENT KNOW-HOW

### Expert seminars of the Erste Deutsche Bäckerfachschule Olpe

The first German bakery technical college Olpe is an institution of training and further education by bakers for bakers. During iba 2009, the professional school provides all interested visitors with expert seminars in the baking sector – and there is also a fascinating and varied fringe programme available by request.

#### Your contact:

Mr. Dr. Friedrich Wirsam  
Bäckerinnungs-Verband Westfalen-Lippe  
(Guild Association)  
Phone: +49 (0)234 516591-0  
Fax: +49 (0)234 516591-20  
E-mail: vb@biv-wl.de

## Guided bakery company tours

Make the most of the unique guided tours of bakeries and companies in Düsseldorf and the region. The content of the guided tours are dependent on visitor requests and the size of visitor groups. If possible, the guided tours will be accompanied by on-site based management consultants from the Landesinnungsverband (Guild Association).

#### Your contact:

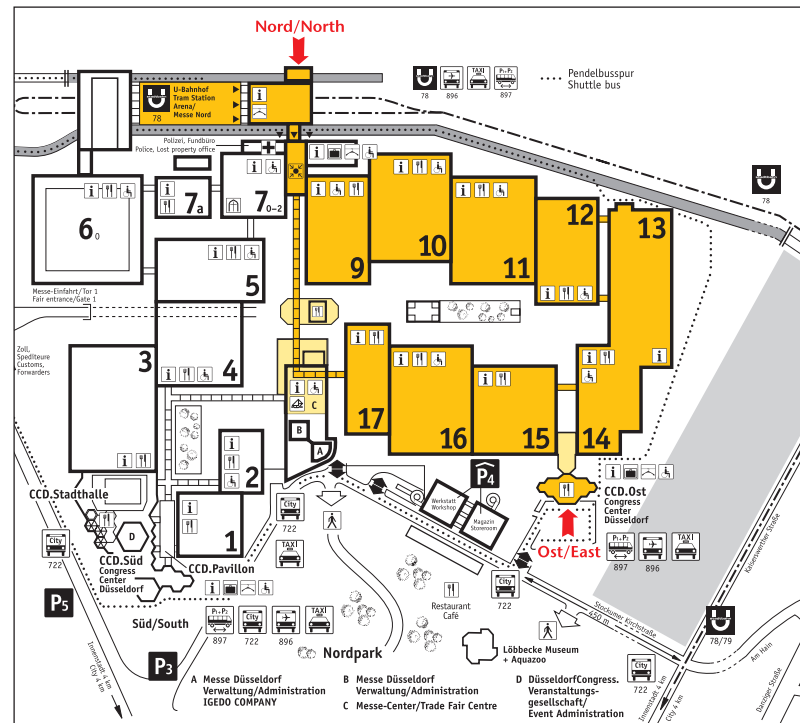
Mr. Walter Dohr  
Verband des Rheinischen Bäckerhandwerks  
(Guild Association)  
Phone: +49 (0)203 71 01 20  
E-mail: info@biv-rheinland.de

Further information can be found on:  
[www.iba.de/en/Rahmenprogramm](http://www.iba.de/en/Rahmenprogramm)

## NAVIGATION MADE EASY

For the best planning and organisation possible for your trade fair visit, we place a number of resources at your disposal:

- **Catalogue** with current exhibitor directory: you can view these on our homepage and on your PDA – or get the printed version at the show.
- **Visitor information system** and information stands: our expert trade fair personnel will be happy to assist you further.
- **Visitor Guide** with all the important information for your trade visit: available free of charge at iba.



The circular layout of the trade fair halls enables you to plot a circuit from the east entrance or from the north entrance.

## TRAVEL INFORMATION

### How to get to iba 2009

#### ■ Travelling by plane:

Düsseldorf International Airport is located only 3 kilometres away from the trade fair grounds. With the **896 bus route** or by taxi you can reach our exhibition grounds in a few minutes. You can get more information on this from the information stand at the airport.

#### ■ Travelling by public transport:

You can get to the east and north entrances using public transport:

##### - East Entrance – Stockumer Straße:

U-Bahn line **U79** to *Messe Ost/Stockumer Kirchstraße*, then change to **Bus 722** to *CCD Ost*.

##### - North Entrance:

U-Bahn line **U78** to *Arena/Messe Nord*.

*Your entrance ticket to the trade fair entitles you to free use of public transport in the Rhein-Ruhr network (VRR Verkehrsbund Rhein-Ruhr) to and from the Düsseldorf trade fair centre.*

#### ■ Travelling by car:

Enter the following address in your sat navigation system: **D-40474 Düsseldorf, Stockumer Höfe.**

Then you will reach the trade fair car parks P1 and P2 directly, where a shuttle bus will take you to the east and north entrances.

### Travel packages

For your trip to iba 2009 you can book attractive travel packages by train or plane. Information on travel packages as well as on the city of Düsseldorf, including sites and further recreational activities, can be found on our homepage on: [www.iba.de/en/AnreiseUnterkunft](http://www.iba.de/en/AnreiseUnterkunft)

