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Save the date:
iba 2012 - Munich
16. – 21.09.2012
Halle B4

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Werner & Pfleiderer
Industrial Bakery Technologies

Waiting for Munich

So the dash to the finish is gathering pace. Scarcely a day goes by without emails from stand builders, hostess services, caterers or event managers landing in my inbox, all offering their services for the iba in Munich. I don't know whether globalisation or the current economic crisis is to blame, but the offers come from all over Europe. Distance doesn't seem to have any relevance, even for performances that need to be transported or provided physically rather than just digitally. To put it another way, some suppliers don't seem to care whether there is any profit at the end of a contract, provided the orders keep coming some way or other and that at least the costs are covered. The economic crisis has a firm grip on Europe and is causing one main effect: faster structural changes and this includes the baking industry.



++ Hildegard Keil, Editor-in-Chief
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However, for most of the exhibitors at the iba, Europe is just one of several markets, and for many it is no longer even the biggest. The new growth markets in Asia, Arabia, Africa and Latin America will set new priorities at the iba. Dough dividers for special Chinese doughs, multifunctional lines that can be used to, first of all, test which products will be successful in the long run, controllers that have the entire machine operation integrated into the recipe data base, and process lines for filled fun-cakes – none of which has anything to do with Eurocentrism. Instead it's an expression of a willingness to tackle the needs and demands of the new markets. The iba 2012 will be an exciting event when seen from this point of view as well.

In any case the need for manufacturers of baking ingredients and bakery raw materials to adapt to local markets has always existed. That's probably one of the reasons why you will also seek in vain to find the world's two biggest operators in this industry, Puratos und CSM, in Munich. They have both recognised that their business is local and that they will therefore come much closer to their clients at national or regional trade fairs than at an international trade fair in faraway Germany. The trade fair will be changed by that as well.

Oh, and by the way, something else will be missing – the Oktoberfest. Although it begins in September, this year the start date is not until after the iba closes, sorry. However, trade fair exhibitors will compensate for this by instead organizing "home-made" entertainment parties for their visitors – and anyhow when a certain blood alcohol level is reached it doesn't matter whether the beers were from the real beer tents or just fake beer tents.

So come to Munich, it will be absolutely thrilling, and there is nowhere else that you can pick up so many ideas and suggestions for your business back home. It's well worth the journey. Don't forget to visit us if you want. Our stand is so tiny that even Spanish stand builders would turn their noses up at the contract, but despite that it is guaranteed to be highly informative – Hall A 2, Stand 144. Pay us a visit; we look forward to meeting you there.

Yours sincerely,



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