

# iba matters

What will it be like – the exhibition that takes place in a few weeks from now? According to iba officials, more exhibition space has been booked than ever before. Alternatively, some exhibitors have reduced the size of their stands and some have even cancelled their presence completely. One of them is Puratos, one of the giants in the bakery ingredients business. Other exhibitors have expanded their stands – that is the other side of the coin.



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There will be plenty of issues at iba. In the past few months, we have kept you informed about new products to be presented at the exhibition in October. The introduction of a microwave oven designed by Kaak in cooperation with Francois Gelé, in our last issue, triggered a lot of phone calls and requests for contact. It is probable that not all interested parties are microwave bakers but the topic itself is interesting. I know from other machine manufacturers that they are still disputing with their patent lawyers whether they may or may not show certain new developments at iba.

At the last AIBI meeting in Istanbul, all national associations, as is traditional, reported about the situation in different countries. Amongst the main cost drivers, energy was top of the list. Saving energy is a hot topic and we presume that it will be one of the key issues at iba and it will be linked to many promises that one can only hope will be kept.

The logical follow-up issue is sustainability. This is not limited to energy but rather includes effluents, exhaust air, waste, wear and consumption of consumables. The topic is not just interesting for machine manufacturers but also for ingredient suppliers as well. Which company is able to offer ingredients from sustainable cultivation, produced without child labor and clearing primeval forests? Who offers labels and certificates and what are they all about? How trustworthy are the reassurances and with them the suppliers?

Of course, the processing of raw materials into convenience products such as bakery ingredients and premixes and the packaging will also be other issues. One thing is for sure, there is a wealth of topics for iba. But will there also be interested visitors?

Doubts seem to prevail from one country to another. How willing are people from Eastern Europe to travel? Will the American bakers attend the exhibition or will they wait for IBIE next year? Will European artisan bakers come to Düsseldorf? Chances are good for visitors from the emerging countries where the baking industry is currently under development; the Middle and Far East, sub-Saharan Africa and Asia.

Never before has an iba been this unpredictable. Except for us – we will be there! Hall 15, stand B15. Just drop by! If you are still uncertain as to whether to travel to Düsseldorf or not, please visit our website after September 20, [www.foodmultimedia.de](http://www.foodmultimedia.de) and this might be able to assist you in your decision making.

Looking forward to seeing you once again!

Sincerely yours,

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