

Bakery China 2025 set to strengthen global industry ties

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The 27th Bakery China, scheduled for May 19-22 at the National Exhibition and Convention Center (NECC) in Shanghai, is gearing up to set new benchmarks in the industry again. With an expanded exhibition space of 330,000 square meters and over 2,200 exhibitors with thousands of brands from nearly 30 countries and regions participating, the event anticipates attracting more than 400,000 visitors from over 130 countries.

Launched in 1997, Bakery China has been the largest bakery exhibition globally and a leading platform for brands entering the Chinese and Asian markets. This year's event will feature a wide range of products, including thousands making their debut. Over 20 per cent of the exhibitors are international brands from Western Europe, North America, and Asia, among other regions.

The exhibition is not just about scale; it integrates various aspects of the baking industry, including competitions, forums and other match-making events themed around innovation and markets, with more than a thousand industry leaders participating.