



2026天津国际烘焙展览会

Tianjin International Bakery Exhibition 2026

2026年05月07日-09日 | May 07-09, 2026

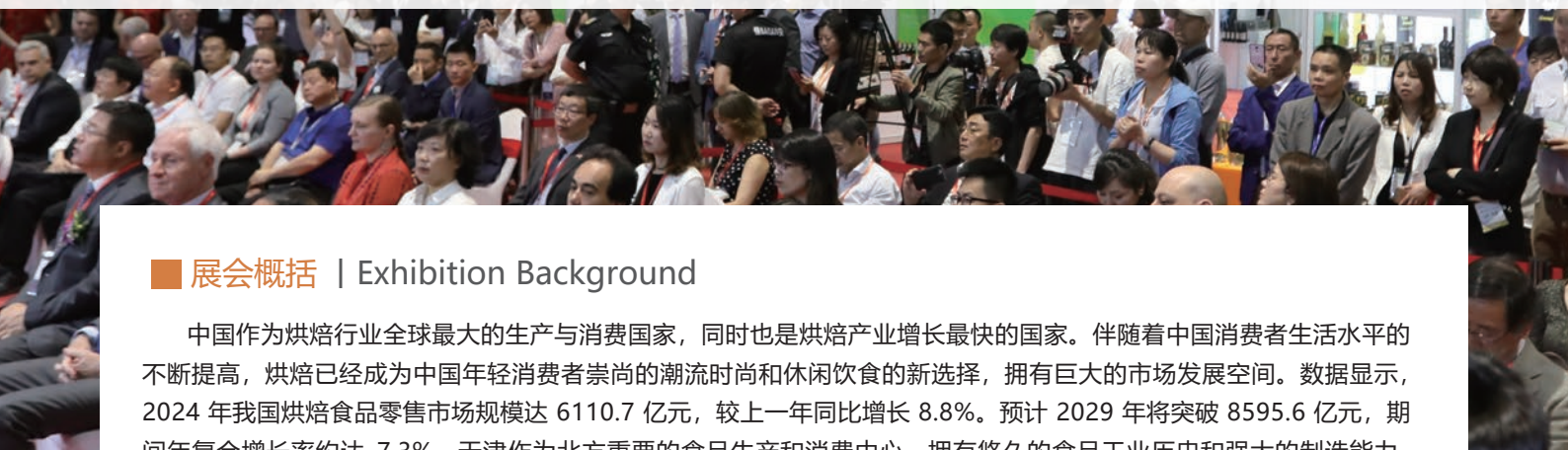
国家会展中心 (天津) | National Convention and Exhibition Center (Tianjin)



主办单位 | Hosted by
中国商业联合会
China General Chamber of Commerce

承办单位 | Organized by
中展泓源 (上海) 会展有限公司
HONGYUAN SINOEXPO





■ 展会概括 | Exhibition Background

中国作为烘焙行业全球最大的生产与消费国家，同时也是烘焙产业增长最快的国家。伴随着中国消费者生活水平的不断提高，烘焙已经成为中国年轻消费者崇尚的潮流时尚和休闲饮食的新选择，拥有巨大的市场发展空间。数据显示，2024 年我国烘焙食品零售市场规模达 6110.7 亿元，较上一年同比增长 8.8%。预计 2029 年将突破 8595.6 亿元，期间年复合增长率约达 7.3%。天津作为北方重要的食品生产和消费中心，拥有悠久的食品工业历史和强大的制造能力，同时也是重要的港口城市和交通枢纽，覆盖整个北方地区的物流网络，成为华北地区规模最大的烘焙原料进出口与成品流通的集散地。天津国际烘焙食品展览会(简称：TIBE)作为中国北方烘焙食品行业一年一度不可缺席的采购与加盟盛会，展会总规划面积为 4 万平米，计划吸引全球 20 多个国家与地区的近千家烘焙食品领域的优秀供应商及数十万名专业观众前来参展参会。TIBE 采购交易会综合了中国烘焙领域产业、市场经济、地域区位、品牌效益、展馆等五大优势而创办的中国北方地区烘焙领域产品展示、采购、贸易、加盟、配对于一体的专业贸易展会。同时，该展会还将以市场发展为导向，立足天津，服务京津冀、辐射“三北”、联通国内外、充分利用环渤海地位和经济优势，融合环渤海及一带一路契机，服务烘焙行业全产业链。

China is not only the world's largest producer and consumer in the baking industry, but also the fastest-growing country in this sector. As the living standards of Chinese consumers continue to rise, baking has become increasingly popular and a fashionable trend advocated by the young generation in China, bringing vast potential for market growth. According to data, the retail market size of baking food in China reached 611.07 billion yuan in 2024, with an increase of 8.8% compared with last year. It is expected to exceed 859.56 billion yuan by 2029, with a compound annual growth rate of approximately 7.3% during this period. As a major food production and consumption center in northern China, Tianjin boasts a long-standing history in the food industry and strong manufacturing capabilities. Additionally, Tianjin serves as a key port city and transportation hub with a logistics network that covers the entire northern region, which has gradually become the largest distribution center in North China for the import and export of baking ingredients and the circulation of finished baked products. With a total planned exhibition area of 40,000 square meters, the exhibition aims to attract nearly 1,000 leading suppliers in the field of baking from over 20 countries and regions, along with hundreds of thousands of professional visitors to participate in the exhibition. The Tianjin International Bakery Expo (hereinafter referred to as TIBE) has been an annual procurement and franchising event in northern China focused on baking industry that cannot be missed. TIBE is established based on five major advantages including industry foundation, market economy, regional location, brand influence, and venue accessibility in China's baking industry. It strives to become a professional trade exhibition in northern China that integrates product display, procurement, trade, franchising, and industry matching within the baking sector. Guided by market development, rooted in Tianjin, TIBE will serve the Beijing-Tianjin-Hebei region, extend its influence across northern, northeastern, and northwestern China, and connect domestic and foreign markets. Relying on the strategic position and economic advantages of the Bohai Rim, integrate opportunities from both the Bohai Rim region and the Belt and Road Initiative, the exhibition is committed to serving the entire value chain of the baking industry.

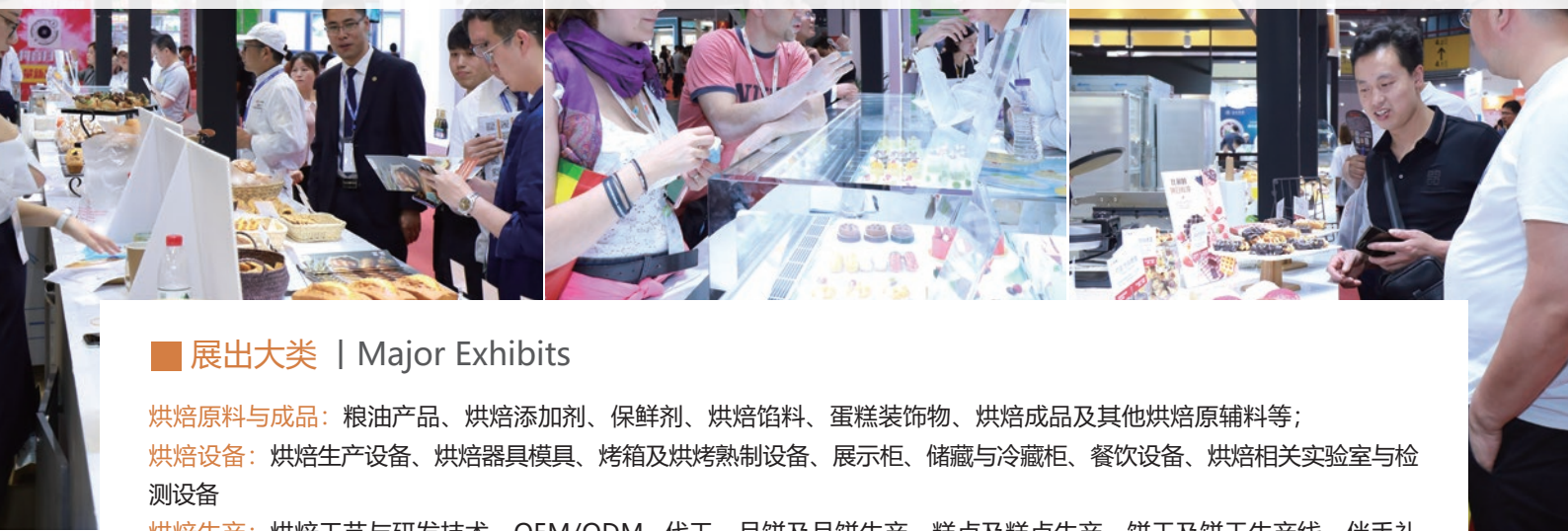
■ 新的机遇 | New Opportunity

为给更多烘焙企业提供最佳的产品展示、贸易成交、信息共享及加盟对接的交流平台。中展泓源相关主管单位将于2026年05月07日-09日在天津-国家会展中心召开“2026天津国际烘焙展览会”。展会以“立足华北，搭建烘焙产业链商贸对接平台”为主题，展品范围涵盖各类烘焙食品、烘焙原料、蛋糕奶油、巧克力、烘焙设备及特许加盟等。展会期间还将举办天津烘焙糕点产业发展论坛、中式点心技能大赛、烘焙食品对接会、烘焙店加盟招商推介会、各省市经销商与代理商联谊会以及旅游餐饮买家见面会等多场活动与论坛，为行业打造一场集产品展示、技术交流、商贸合作、趋势发布、加盟配对于一体的综合性商贸平台，全面推动中国北方烘焙产业链的创新升级与高质量发展。

To provide more baking enterprises with an optimal platform for product display, trade negotiations, information sharing, and franchise cooperation, Hongyuan Sinoexpo together with the relevant competent authorities will hold the Tianjin International Bakery Exhibition from May 7 to 9, 2026 at the National Convention and Exhibition Center in Tianjin. With the theme "Based in North China, Providing a Business Matchmaking Platform for the Baking Industry Chain," the exhibits cover a wide range of products, including baking food, baking ingredients, cake and creams, chocolate, baking equipment, and franchise opportunities. During the exhibition, there are a series of events will also be held, including the Tianjin Bakery and Pastry Industry Development Forum, Chinese Pastry Skills Competition, Bakery Products Matchmaking Conference, Bakery Franchise Promotion Conference, Networking Events for Distributors and Agents from Various Provinces and Cities, and the Tourism and Catering Buyers Meeting. These events aim to create a comprehensive business platform that integrates product displays, technical exchanges, business cooperation, trend releases, and franchise matchmaking, with the goal of fully innovation, upgrading, and high-quality development of the baking industry chain in northern China.

TIBE CHINA 2026

2026年05月07日-09日 | 国家会展中心 (天津)
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■ 展出大类 | Major Exhibits

烘焙原料与成品: 粮油产品、烘焙添加剂、保鲜剂、烘焙馅料、蛋糕装饰物、烘焙成品及其他烘焙原辅料等;

烘焙设备: 烘焙生产设备、烘焙器具模具、烤箱及烘烤熟制设备、展示柜、储藏与冷藏柜、餐饮设备、烘焙相关实验室与检测设备

烘焙生产: 烘焙工艺与研发技术、OEM/ODM 代工、月饼及月饼生产、糕点及糕点生产、饼干及饼干生产线、伴手礼及伴手礼生产、糖果及糖果生产、休闲食品及休闲食品生产等;

烘焙产品包装解决方案: 烘焙产品包装材料、烘焙包装设备及工具、烘焙包装设计等;

咖啡、饮品与轻食: 咖啡原料、成品与咖啡机、饮品与果汁机、茶饮与茶具冰淇淋原料、成品与设备、披萨等轻食原料、成品与设备等;

家用烘焙: 小包装烘焙原辅料、家用模具用具、家用电器(烤箱、厨师机、搅拌机等)、家用包装装饰品等;

烘焙特许加盟: 品牌饼店加盟、传统糕点店加盟、咖啡厅/时尚饮品店/冰淇淋店/餐饮店加盟等;

其他: 学校与培训机构(技术类、管理类、创业类等)、互联网平台、信息技术、饼店等连锁终端设计与装饰、物流与冷链、媒体等

Bakery Ingredients and Finished Products: grain and oil , additives, preservatives, fillings, cake decorations, finished products and other bakery raw materials

Bakery Equipment: production machinery, baking molds and other utensils, showcase/storage/refrigerator, ovens and other baking equipment, catering equipment, laboratory/detecting device

Bakery Production: R&D, OEM/ODM, mooncake & production, pastry & production, biscuit & production, bakery hand-gift & production, candy & production, snack & production

Bakery Packaging Solutions: packaging materials, packaging machine, packaging design, etc.

Coffee/Beverage/Leisure Food: coffee raw materials/finished products/coffee machines, beverage/juice machines, tea/tea set, ice cream raw materials/finished products and equipment, pizza and others

Home Baking: small-packaged ingredient, home-baking molds, small appliances (oven, mixer, etc.), package decorations, etc.

Bakery Franchise: chain store franchise, Chinese pastry chain Store franchise, café/beverage/ice-cream/restaurant franchise, etc.

Others: School/Institute (technical, management, entrepreneurship, etc.), e-business service, information service, shop design/decoration, logistics/cold Chain, media and others

TIBE CHINA

立足华北，搭建烘焙产业链商贸对接平台

Based in North China

Providing a Business Matchmaking Platform for the Baking Industry Chain

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■ 参展费用 | Participation Fees

★ 标准展位:

A: 国内企业: 标准展位16800.00/展期 (RMB) 3m×3m B: 国外企业: 标准展位4800.00/展期 (USD) 3m×3m
(包括: 三面白色壁板、中(英)文楣牌制作、咨询桌一张、折椅二把、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

★ 室内光地:

A: 国内企业: 1500 (RMB) /平方米 B: 国外企业: 480 (USD) /平方米

注: (最少36平方米起租) “光地”只提供参展面积, 不包括展架、展具、地毯、电源等。

★ International Standard Booths:

For overseas enterprises: USD 4800.00/Expo; 3m×3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket.

★ Indoor Raw Space:

For overseas enterprises: USD 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

■ 目标观众 | Target Audience

各类烘焙行业的产品生产企业、经销商、零售商、进出口代理商、面包店/糕点店、烘焙电商/个人工作室/家庭烘焙爱好者、烘焙师、酒店/餐饮/咖啡厅、培训机构及其他。

Manufacturers, distributors, retailers, import and export agents, bakeries/cake shops, bakery electronic business /personal studios/family bakers, bakers, hotels/dining/cafe, training agency and others in various bakery industries .

■ 参展程序 | Participation Procedure

- 按要求填好“参展回执表”并传真至展会主办单位。
- 参展的所有费用分两种方式支付: 一期支付即合同签署或展位确认后3天内支付所有费用; 两期支付即合同签署或展位确认后三天内支付总金额的全款的50%, 余额在展览会开幕前30天付清。
- 在确认展台后, 主办单位将向参展公司寄发《参展商手册》, 手册包括展馆介绍、展品运输、展台设计搭建、住宿安排、物品租用等有关信息。参展商必须按要求填好手册中的有关表格, 并于截止日期前交回主办单位。
- 展位分配按“先预订交费, 后落实确认”的原则。
- Exhibitors should fill out the Exhibition Application Form as required and fax to the Exhibition Organizer.
- After the contract is signed or the booth is confirmed, all fees for participation will be paid in two ways that one-time payment means all the fees within three days and the two-phase payment is 50% of the total amount within three days. The balance is paid within 30 days before the opening exhibition.
- After confirming the booth, the organizer will send the Exhibitors Manual to exhibitors with detailed information on exhibition introduction, exhibits transportation, booth design and construction, accommodation arrangement and items renting. Exhibitors must fill out related forms in manual as required, and return them to the organizer before the deadline.
- The booth allocation is based on the principle of “paying reservation deposit first, and then confirming the booth”.

预定展位 Contact us

请立即预定“TIBE 2026”展位, 越早预留位置越佳, 争取最大曝光率, 领先竞争对手, 开拓无限商机。
Your timely reservation will allow us to preassign exhibit space. Requests for exhibit space will be accepted on a “first come, first served” basis.

如欲预订“TIBE 2026”采购交易会展位, 或了解更多信息, 请通过以下联络方法, 预订展位。
To reserve the booth of “TIBE 2026” or learn more information, please contact:

展会查询/Tel : (86-21) 6439-6190

E-mail: info@goldenexpo.com.cn