



INTERNATIONAL
**BAKERY, CONFECTIONERY,
HORECA, PATISSERIE
TECHNOLOGIES & MACHINERY
EXHIBITION**

 20-22 November 2024

 Tashkent UZBEKISTAN

 UZEXPO Centre

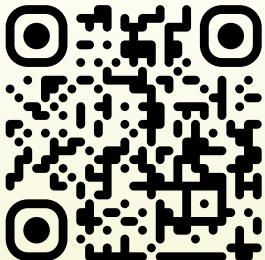
POST SHOW '24

OW '24

POST

OST

Check Out Our Site

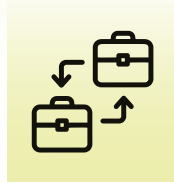


BCH EXPO WITH NUMBERS



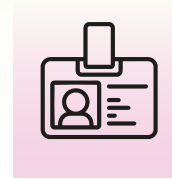
Brand

65



B2B Meeting
& Hosted Buyer
Program

900+



Visitor

3200



Participant
Country

8



Master
Class

15+



Product
Type

400+

Uzbekistan, Kazakhstan, Kyrgyzstan,
Russia, Turkiye, Germany, Italy, China



CONNECTING

INDUSTRY

LEADERS,

INSPIRING

FUTURE

INNOVATIONS

From **November 20 to 22, 2024**, **International Bakery, Confectionery, HORECA, Patisserie Technologies & Machinery Exhibition** took place at the **UZEXPOCENTRE** in Tashkent.

The event brought together **65 brands** from **8 countries**, showcasing the latest innovations and solutions in equipment, raw materials, and ingredients for bakery and confectionery production. Over three days, the exhibition attracted **3200 industry professionals**, including manufacturers, distributors, retailers, and representatives from the **HoReCa sector**.

The exhibition featured **B2B meetings** and a **special Hosted Buyers Program**, which facilitated **900+ business meetings**. Industry experts organized **15 masterclasses** and seminars, where innovative approaches to bakery and confectionery production and marketing were discussed.

BCH Expo 2024 became an essential platform for knowledge exchange, showcasing new technologies, and strengthening business connections. Participants gained a unique opportunity to expand their presence in the Uzbek market and throughout Central Asia.

THANKS TO OUR EXHIBITORS



OUR PARTNERS



OPENING CEREMONY HIGHLIGHTS



The ceremony concluded with a ribbon - cutting, accompanied by performances from an orchestra and a traditional dance ensemble. After the opening, guests had the opportunity to meet the exhibitors and explore the diverse offerings of the event.



The official opening ceremony brought together esteemed representatives from various organizations. Among the speakers were **Mr. Muhtor Umarov** from the Uzbekistan Economic Assembly and **Mr. Akbar Hamdamovich**, Chairman of the Association of Cooks. **Ms. Sevara Baxtiyorovna** from the Chamber of Commerce and Industry in Tashkent and **Ms. Gulnoza Odilova** from the Uzbekistan Gastronomy Tourism Association also shared their insights on the significance of the event.

Ms. Dilyafuz Tashmuxeidova, President of the Businesswomen International Association of Businesswomen, highlighted the role of women in business, while **Mr. Suvai Ünal**, Commercial Attaché of the Republic of Türkiye in Tashkent, addressed the audience with a message of international partnership.

HOSTED BUYER PROGRAM



As part of the **Uzbekistan BCH Expo 2024**, the **Hosted Buyers Program** featured a buyer delegation that included over **20 representatives** from **Kyrgyzstan, Kazakhstan, Tajikistan and Uzbekistan**, working in the bakery and confectionery sector.



B2B MEETINGS



The delegation included top **distributors** and **retailers**, which gave exhibitors the chance to make important **business connections** and explore **new market opportunities**.

At the same time, **B2B meetings** took place during the exhibition, allowing participants to **communicate directly with potential partners**. These meetings aimed to discuss specific **collaboration terms, present products and services**, and make preliminary agreements.

MASTER CLASS

* Mahmud Mahmudov



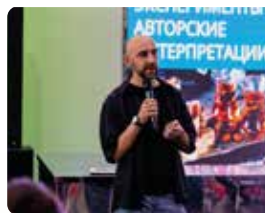
* Aleksandr Makharov,
Unox



* Kamilla Ibragimova,
Krummus



As part of the **business program** for Uzbekistan BCH Expo 2024, **masterclasses** and **seminars** were held for professionals in the **bakery** and **confectionery industry**. Chefs and experts discussed **eco-baking technologies, modern decoration methods, marketing for confectioneries**, as well as trends in cookie and chocolate production.



* Evgeny Shepelev



* Kamilla Bagirova, Al Halva



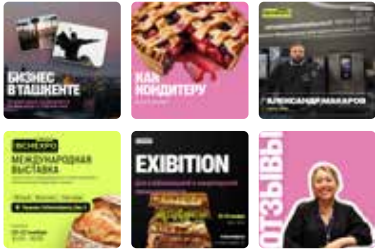
* Olga Kovajenko, Homemade Bread



Participants learned about the **latest trends**, such as mastering the secrets of the perfect croissant, techniques for layered pastries, and exploring **sweet innovations**. They also gained hands-on experience using **modern equipment**.

The masterclasses provided an **opportunity** to deepen knowledge and immediately apply it in practice.

MARKETING WORKS



DIGITAL ADVERTISING

Facebook, Telegram, Instagram, LinkedIn

5M+ Views



BILLBOARDS & LED SCREENS

35+



- VIP INVITATION
- INVITATION

were sent to professionals in the sector.

12.000+



HOSTED BUYERS PROGRAM & B2B MEETINGS

We organized the Hosted Buyer program, bringing invited buyers from 4 countries, and visited 400 companies in Uzbekistan.

400+ Visits



TELEGRAM CHANNEL

Community includes a dedicated group, a news distribution bot, and over

700+
Active Subscribers



E-MAIL CAMPAIGNS

25.000+



CALL CENTER - WHATSAPP SMS - AUTO CALLS

+8000 +12000
+5000 +6000



MENTIONS OF PARTNERS & COVERAGE IN JOURNALS

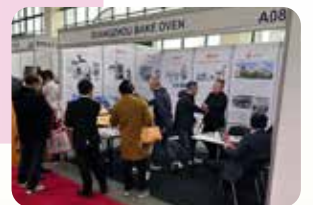
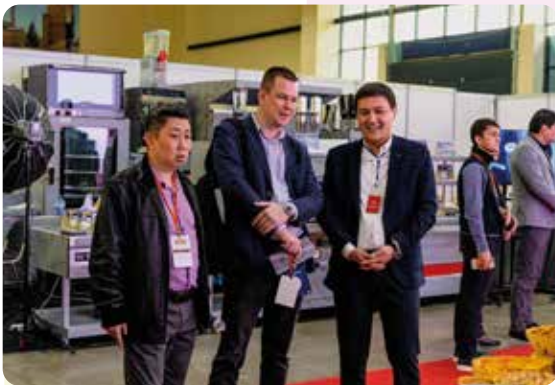
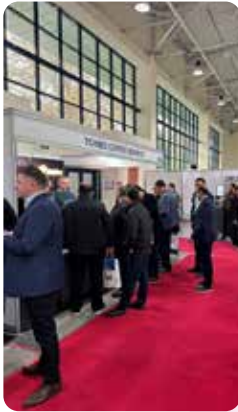


INFLUENCER MARKETING

We collaborated with over

80+
Influencer

GALLERY





INTERNATIONAL
**BAKERY, CONFECTIONERY, HORECA,
PATISSERIE TECHNOLOGIES & MACHINERY
EXHIBITION**

 19-21 November 2025

 Tashkent UZBEKISTAN

**SEE YOU AT
OUR UPCOMING
EXHIBITION!**

