

Bakery Congress

Trade Show & Conference

Produced by:



2017



The event is held every four years in Western Canada.

April 23rd & 24th

Vancouver Convention Centre East, Hall B
999 Canada Pl. Vancouver, BC V6C 3C1

Trade show Hours : 11:00 AM to 5:00 PM daily
Conference Program : Prior to 11:00 AM both days

The **ONLY** baking industry trade show in Canada for 2017!

Join approximately 2,500 baking & food industry professionals from retail, in-store & commercial bakeries, grocery stores & foodservice outlets.

To Register visit www.baking.ca

ATTENDEE REGISTRATION INFORMATION



Bakery Congress

Trade Show & Conference

2017

2 DAYS OF TRADE SHOW
11:00 AM – 5:00 PM Daily

To keep your business successful it's important to stay on top of what is happening in the baking industry. Bakery Congress 2017 provides a host of opportunities to source new suppliers, connect with current suppliers, as well as discover new trends and products.

With almost 50,000 sq. ft. of exhibit space, the trade show floor is the place to see the products in action and meet the people behind them. For two days you will have the opportunity to meet face-to-face with the people who truly understand your business.

Visit the trade show floor to see unlimited possibilities in baking ingredients, equipment, services, technology, packaging and baked goods (fresh, proof & bake, par-baked, freezer to oven, thaw & serve) and much, much more!

CONFERENCE PROGRAM

Registration required for Sunday and Monday conference sessions



SUNDAY APRIL 23, 2017

8:15 AM – 9:00 AM

BAC Annual General Meeting

(Members and non-members invited to attend)

The annual meeting of members provides a review of the Association's activities over the past year as well as direction for the future.

Please note: only BAC members are eligible to vote.

Pre-Registration is on-line. To Register visit www.baking.ca



9:00 AM – 10:00 AM
**Employing Millennials:
Today's Challenges with Tomorrow Leaders**

Today's young workers are different. They have different experiences, perceptions and expectations about life and their working environment. So how do employers adapt themselves to this new labour pool? Our panel of baking industry members will share their thoughts and insights on merging the demands of a challenging bakery workplace with the new workers of today.

Panelists:

Mary McKay, Head Baker and Co-Owner - Terra Breads
Jeffry Kahle, Pastry Chef - Fairmont Pacific Rim
Mark Burton, Pastry Chef - Four Seasons Vancouver



10:00 AM – 11:00 AM
Successful Retailing in Today's Bakery Market

With a global presence, COBS Bread is one of the most successful franchise bakery networks in the world and has today expanded its retail presence across Canada. This session will provide a unique insight on how one of Canada's most successful bakery retailers is focusing their approach via fresh and high quality products, marketing, community engagement and empowering entrepreneurs to be successful with ever changing consumer demands.

Presenter:

Aaron Gillespie
President, COBS Bread



6:00 PM – 10:00 PM
**An Evening at the
Historic Terminal City Club**

The BAC BC Chapter is delighted to once again present the premiere social and networking event of Bakery Congress. Just steps away from the Convention Centre, Vancouver's historic Terminal City Club will host an evening of food, music and industry friends. The Terminal City Club is known for its excellent food and grand ocean views and is a perfect site to wrap up the first day of Bakery Congress 2017.





MONDAY APRIL 24, 2017

9:00 AM – 10:00 AM

**What's Happening and
Where Do We Go From Here?**

The baking business and regulatory world is changing rapidly. Carbon taxes, Cap & Trade on top of new nutrition labeling, new food safety, new trans fat, new front of pack labelling are just the start. And from the U.S. comes their own GMO labelling rules and a new U.S administration with demands to rewrite trade rules. Put this all together and Canadian bakers may very well have their heads spinning. This program will help to put these requirements and new rules into perspective.

Presented by:

***Paul Hetherington, President & CEO - Baking Association of Canada
Johanne Trudeau, Director Food & Nutrition Policy - Baking Association
of Canada***



10:00 AM – 11:00 AM

**Responding to the Changing Demands
of Today & Tomorrow**

The Canadian and indeed North American food marketplace is undergoing substantial change. Consumer and customers are demanding clean label, GMO free and reduced sugar, sodium and fat products. Environmental demands for reduced packaging and greater overall sustainability are also increasing. How are bakers handling the challenges of this evolving marketplace? Our baker panel will explore these topics and more!

Panelists:

***Louis Bontorin, VP Sales & Administration - Calgary Italian Bakery Ltd.
Mickey Zhao, Pastry Chef & President - Saint Germain Bakery
Mara Cosh, Bakery Associate Coordinator - Whole Foods Market,
Pacific Northwest Region***

Pre-Registration is on-line. To Register visit www.baking.ca

DEMO FEATURE AREA ON THE TRADE SHOW FLOOR



Trade show visitors will have the chance to see hourly presentations on the trade show floor. The baking programs from both **Vancouver Island University** and **Vancouver Community College**, along with special guests, will be providing hands on demonstrations of a wide variety of bakery creations.



HOTEL INFORMATION

Please note the two official hotels for Bakery Congress 2017:



Coast Coal Harbour Hotel

1180 W Hastings Street
Vancouver, BC V6E 4R5

Phone: **1-800-663-1144** and quote the group code **CCC-GFC5724**.



Pinnacle Hotel Vancouver Harbourfront

1133 West Hastings Street
Vancouver BC V6E 3T3

Phone: **1-844-337-3118** or **604-689-9211**, and ask for the “Bakery Congress” or “Baking Association of Canada” room block.



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BAKERY CONGRESS 2017 PROGRAM

Pre-Registration is on-line. To Register visit www.baking.ca

SUNDAY APRIL 23

	8:15 AM – 9:00 AM	BAC – Annual General Meeting
Separate Registration required – entry not included with trade show only badge	9:00 AM – 10:00 AM	Employing Millennials: Today's Challenges with Tomorrow Leaders (Panel discussion)
	10:00 AM – 11:00 AM	Successful Retailing in Today's Bakery Market
	11:00 AM – 5:00 PM	Trade Show
Separate Registration required	6:00 PM – 10:00 PM	BAC BC Chapter Networking and Dinner An Evening at the Historic Terminal City Club

MONDAY APRIL 24

Separate Registration required – entry not included with trade show only badge	9:00 AM – 10:00 AM	What's Happening and Where Do We Go From Here?
	10:00 AM – 11:00 AM	Responding to the Changing Demands of Today and Tomorrow (Panel Discussion)
	11:00 AM – 5:00 PM	Trade Show

Demo Feature Area on the trade show floor both days

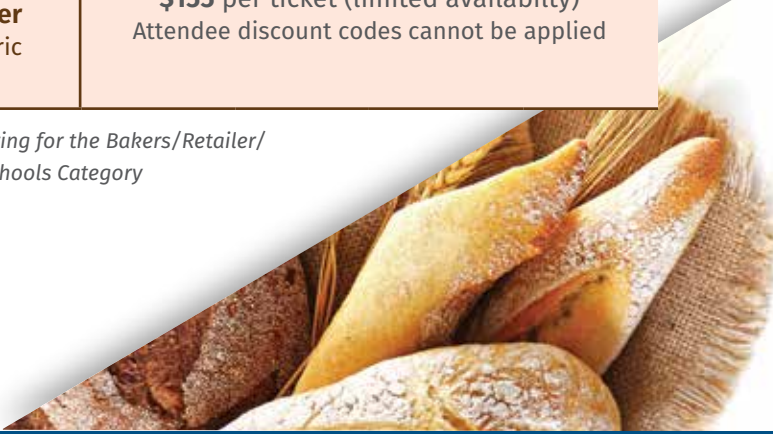
Pre-Registration is on-line. To Register visit www.baking.ca

REGISTRATION FEES:

(all prices include GST)

	EARLY BIRD REGISTRATION RATE valid until April 03		REGULAR REGISTRATION RATE from April 04 onwards & at the door	
	*BAKER / RETAILER / FOODSERVICE	SUPPLIERS	*BAKER / RETAILER / FOODSERVICE	SUPPLIERS
2 Day trade show badge (Does not include access to Conference Paid Program) (Sun. Apr 23 and Mon. Apr 24)	\$10	\$30	\$15	\$40
Conference Paid Program (includes 2 Day trade show badge)	<p>\$65 early bird/\$85 regular rate 1 Day Pass (Sun. Apr 23 or Mon. Apr 24)</p> <p>\$85 early bird/\$115 regular rate 2 Day Pass (Sun. Apr 23 & Mon. Apr 24)</p> <p>Attendee discount codes cannot be applied</p>			
Sunday April 23 BAC BC Chapter Networking and Dinner An Evening at the Historic Terminal City Club	<p>\$155 per ticket (limited availability) Attendee discount codes cannot be applied</p>			

*Valid only for those qualifying for the Bakers/Retailer/
Foodservice /Accredited Schools Category





*Baking Association
of Canada
Association canadienne
de la boulangerie*



Bakery Congress 2017 is produced by the Baking Association of Canada (BAC), the industry association representing Canada's over \$8 billion baking industry. BAC's mandate is to further the interests of Canadian retail, in-store and wholesale bakers through advocacy and effective programs at the regional and national level.

BAKING ASSOCIATION OF CANADA

7895 Tranmere Dr., Ste. 202, Mississauga, ON L5S 1V9

Tel: 905-405-0288 or

Toll Free in North America 1-888-674-BAKE (2253)

Fax: 905-405-0993 • Email: info@baking.ca

Web-site: www.baking.ca