

## Serving Success: IBA & Gulfood Fusion

**Emphasizing the significance of our growth and continuity, we are thrilled to share the exciting news about our recent participation in two international exhibitions, IBA and Gulfood Manufacturing. These events provided us with valuable opportunities to showcase our latest innovations, connect with our customers, and strengthen our position in the global market.**

### Redefining Business Excellence

At the International Bakery Exhibition (IBA), held in Munich, we captivated visitors with our top-notch products and groundbreaking solutions. It was also an opportunity for our sales and marketing personnel to have the opportunity to connect with industry peers, potential partners, and customers from around the world. We are excited to give you a glimpse into the excitement that unfolded.

### Inspiring Innovation Beyond Frontier

The Gulfood Manufacturing Exhibition, hosted in Dubai was another triumph for B-Plus. This premier event for the food industry allowed us to engage with a diverse audience and establish meaningful connections, explored collaboration opportunities, and gained valuable insights into emerging trends and market demands.



Furthermore in 2023, we have effectively expanded our footprint through the global presence of our traveling sales team alongside our roaming representatives appointed worldwide, to facilitate improved customer outreach by engaging in Business to Business (B2B) activities.

We are energized and motivated to continue pushing the boundaries of excellence in the food industry. Stay tuned for more exciting updates as we embark on new ventures and innovations.

*Thank you for being part of our journey!*

**B Plus Team**