



Press Release

THE BAKING FESTIVAL, GHANA'S FIRST BAKING CONFERENCE OPENS 22ND OCTOBER **PALACE SUPER STORES, ACCRA**

Ghanaians are gradually stepping out of their shell and beginning to embrace the concept of living and not just existing. We are enjoying the different varieties that spice up life and baking has not been left out. It has become one of our biggest growing trends and to celebrate this, MiPrime Entertainment has put together Ghana's first baking exhibition, **The Baking Festival, #BakefestGh**. The Baking Festival, which was successfully launched by Honorable Dzifa A. Gomechi, Deputy Tourism, Culture and Creative Arts, Minister, comprises an exhibition and a Conference taking place at **Palace Super Stores, Spintex** and **Oak Plaza Hotel, Spintex** respectively and simultaneously, on the **22nd of October, 2016**. The show offers something for everyone with an array of features that will appeal to home bakers and professionals alike, as well as vendors and all other stakeholders of the baking industry.

The industry like others faces several operational challenges that prevents the sector from meeting its intended objective. Most bakers are operators of small and medium enterprises, and therefore lack the skills and adequate marketing strategies to plunge into the large scale in order expand their business. Bakers are also prone to huge losses due to bakery products which are susceptible to microbial spoilage.

Against these setbacks and many more, MiPrime Entertainment and its partners are creating a common ground to address issues confronting the baking industry. The baking festival will bring together professional bakers, amateurs, suppliers, industry stakeholders and keynote speakers. Its main aim is to create a link where these individuals groups can connect to share knowledge, information and also for business purposes.

With a call on the promotion of 'Made in Ghana brand', the event will also provide a platform for bakers to use and advertise locally made items.

The Exhibition

The exhibition denotes a display of the rich cuisine of various establishment from **8am to 8pm**. There would be a setup of booths to give room to every individual institution to exhibit its unique dishes which would be on display to our traffic of about five hundred (500) to a thousand (1000) people. It further comprises a fun list of competitions.

The Competitions

There have been aligned a series of competitions to spice up the event and promote the participants by highlighting their strengths. Below is a breakdown of the competitions and a brief description.

COMPETITIONS	<i>May the Crust be with you</i>	<i>A bite of Art</i>	<i>Battle of the Galaxies</i>	<i>The broader perspective</i>	<i>Kiddie Chef</i>
DESCRIPTION	Pizzerias compete to bake the biggest pizza	Competitors bake a replica of an artistic monument	Celebrity Bake off session	Renowned Chefs bake a main dish	Kids between the age of 5-9 bake a pastry

1st Floor World Trade Center Building, 29 Independence Avenue, Accra Ghana

| www.bakingfestivalgh.com | bakingfestival@gmail.com |



The Conference

The conference has been put together to sharpen the skills of all stakeholders from bakers to vendors, ensuring they are at par with the world standards. The conference session will start **from 8:00am to 2:00pm**, so participants can still join in the exhibition and competitions. An array of experts in various fields of the industry would speak during the conference on topics including;

- Marketing and Branding
- Trade benefits; import and export
- State of the baking industry (HACCP / Food Safety)
- Transition of baking.
- Trends in the baking industry

The Baking festival is Ghana's first Baking Trade Show and Conference and it is intended to be an annual event to help improve the baking sector.

The Festival is also targeted at all ages with expert run workshops and demonstrations for those looking to improve their baking skills and stands selling the latest baking equipment among others.

Participants are to pick up, free registration forms at the World Trade Centre reception and all Palace Super Stores Spintex, West Hills Mall & Achimota Mall.

Media partners for the event include: B&FT, Citifm, Viasat 1, Infoboxx Media Group. Other supporting companies are Social Cookbox, Wunmi Events and Switch Ghana.

The event is sponsored by Oak Plaza Hotel, Sweet Home Kitchen & Palace Super Stores.

For more information please contact MiPrime Entertainment on:

- **Tel:** 0507033830/0243281333
- **Website:** www.bakingfestivalgh.com
- **E-mail:** bakingfestivalgh2016@gmail.com
- **Instagram:** [bakingfestivalgh_16](#)
- **Twitter:** [@bakingfestival](#)
- **Facebook:** Bake fest