



**E. J. KRAUSE &
ASSOCIATES, INC.**



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FOR IMMEDIATE RELEASE

Preliminary contest of "Mondial du Pain 2016" at Japan's leading event for Bakery & Confectionary Masters

Düsseldorf (September 21, 2015) – E.J. Krause & Associates, Inc. is pleased to announce that the preliminary contest of "Mondial du Pain 2016" (World of Bread Contest) will be held during their event **PATISSERIE & BAKERY JAPAN**, which will take place August 1st - 3rd, 2016 in Tokyo.

P & B JAPAN is the leading international exhibition in Japan dedicated to bakery and confectionary masters. In its 3rd edition 2015 **P & B JAPAN** had 156 exhibitors and more than 30.000 attendees from Japan, China, Korea, New Zealand, Thailand, Taiwan and the United States. For the first time the exhibition had a bakery shop in the exhibition hall which showed everything from baking to selling.

For 2016 the 3 days event will include professional seminars for bakery and confectionary shops' business solutions and demonstrations by popular bakery and pastry chefs introducing their original recipes with a question and answering period.

Holding the preliminary contest for "Mondial du Pain" will create a highlight and truly an enrichment for **P & B JAPAN 2016** as well as for the bakery and patisserie community in Japan. International bakery teams will participate in this competition which is in row with few other world leading contests. Later in autumn 2016 the Association des Ambassadeurs du Pain will organize the finale in France.

Japan's bakery, confectionary and retail bakery market is thriving and offers high potential for international companies.

PATISSERIE & BAKERY JAPAN 2016 will again be an excellent platform where exhibitors and visitors come together to network, establish relationships, address new trends, exchange information about innovative products, services and solutions.

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About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on four continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com