

ANNEX A

*The maximum number of attendees is composed of associates mentioned in the list of attendees of each fair described in this annex; that is, the attendees mentioned in each table of this annex represent those with the ability to attend, and from them the mixture will be defined for each event.

Event	Location	Characteristics	Frequency		Attendees			Coordinator	Notes	
			Of event	Recommended	Corporate Management	Business Unit	Maximum			
Trade fair for bakery, confectionery and snacks (IBA)	Europe – Germany	Process equipment, new trends and baking processes	Every 3 years	Every event	Global Vice Presidents and Operations Managers, Engineering, and Research and Development	Managerial Level for Operations, Engineering, and Research and Development	25	Global Operations Department	Executive Committee members are not considered within the maximum number of attendees	
International Baking Industry Exposition (IBIE)	USA – Las Vegas									
Interpack: Processes and Packaging Trade Fair	Europe – Germany	Presents machinery for packaging and process equipment	Yearly	Every 2 years	Global Vice Presidents and Operations Managers, and Research and Development	Managerial Level for Operations, Engineering, and Research and Development	15	Engineering and Planning Department		
Institute of Food Technologists Expo (IFT)	USA – variable	Ingredient technology, process, new trends and food safety					10	Global Research and Development Department		
Food Week Korea	Seoul, South Korea	International exhibition of trends in food, machinery, innovation, ingredients, etc.		8			Global Operations Department	Fair recently authorized by GB; first visit (2017/2018) will be for recognition		
Foodex Japan: Professional Trade Show for Food & Beverage	Tokyo, Japan	International exhibition on food, drink and ingredients								
Europain	Europe – Paris	Traditional baking trends and machinery	Every 2 years	Every event	Global Vice Presidents, Operations Managers and Executives, Engineering, and Research and Development	Managerial and Management Levels for Operations and Research and Development		Global Operations Department	The attendance of associates from EL GLOBO and other business units with traditional processes and products is recommended	
Global Food Safety Initiative (GFSI)	Various	Conferences for experts in international industrial food safety	Yearly	Yearly	Global Vice Presidents, Operations Managers and Executives, and Research and Development	Managerial and Management Levels for Operations and Research and Development	6	Global Research and Development Department	Event aimed at associates responsible for food safety	
Biscuit & Cracker Manufacturers' Association (BCMA TC)	USA – variable	Technology and trends in the manufacture of cookies, crackers and similar products								
Pack-Expo -2	USA – Chicago	Current trends in packaging machinery and materials			Global Vice Presidents, Operations Managers and Executives, and Engineering	Managerial and Management Levels for Operations and Engineering Areas		Global Engineering Department		
Snack Food Association Expo (SNAXPO)	Dallas, Texas USA	Trends and technology in the snack industry			Global Vice Presidents, Operations Managers and Executives, Engineering, and Research and Development	Managerial, Management, and Executive Level for Operations, Engineering, and Research and Development (focusing on Snacks)		Global Operations Department	Focusing on snacks	
Food Ingredients Europe	Europe	Innovation and new ingredients for the food industry				Directorial and Management Levels for Operations and Research and Development		Global Research and Development Department		
Salima International Food Fair	Czech Republic	Breadmakers, bakers, confectioners, etc.	Every event	Every event	Global Vice Presidents, Operations Managers and Executives, and Research and Development		5	Global Operations Department	Fair recently authorized by GB; first visit (2017/2018) will be for recognition	
Gwangju International Food Fair	South Korea, Gwangju	Baking, ingredients, pastry, food safety	Every 2 years		Global Vice Presidents, Operations Managers and Executives, and Research and Development, and Marketing	Directorial and Management Levels for Operations, Research and Development, and Marketing			Fair recently authorized by GB; first visit (2017/2018) will be for recognition	
Tortilla Industry Association* (TIA)	USA – variable	Technology and trends in the manufacture of tortillas and similar products			Global Vice Presidents, Operations Managers and Executives, Engineering, and Research and Development	Directorial and Management Levels for Operations, Engineering, and Research and Development			Attendance of at least 1 person from BBU and 1 person from BM recommended	
Food Marketing Institute Connect (FMI): The global food retail experience	USA – Chicago	Trends in consumption and retail	Yearly	Every event	Managers and Executives in Research and Development, Operations, and Marketing	irectorial and Management Levels for Operations, Research and Development, and Marketing	6	Global Research and Development Department		
Pack-Expo - 1	Las Vegas	Presenting the latest in packaging machinery and materials		Yearly		Managers and Executives in Operations and Engineering		irectorial and Management Levels for Operations and Engineering	Global Engineering Department	
Bakery Showcase	Toronto, Canada	Demonstrations from bakers and confectioners				Global Vice Presidents, Operations Managers and Executives, and Research and Development	Directorial, Management, and Executive Levels for Operations and Research and Development	Global Operations Department	Focusing on Bimbo Canada associates	
The Future & Heart of Sweets & Snacks Fair (ISM)	Europe – Germany	Presents trends in confectionery products and cookies worldwide	Bi-annual	Every event	Global Vice Presidents, Managers, and Executives in Operations, Marketing, and Research and Development	Managerial, Management, and Executive Levels for Operations, Marketing, and Research and Development	8	Global Operations Department	Focusing on associates in cookie and confectionery business units	
Sweet & Snacks Expo	Chicago, USA	Business and innovation opportunities in confectionery and snacks						Global Operations Department / Barcel Business Unit	Event focusing on associates in the Barcel Business Unit focusing on confectionery	
Confitexpo	Guadalajara, Jalisco, Mexico	International exhibition for the confectionery industry						Global Operations Department / Global Marketing Department		
National Association of Stores and Departments (ANTAD)	Guadalajara, Jalisco, Mexico	International business platform where the retail sector, industrialists and producers meet to strengthen and promote business relationships with business opportunities for the sector	Yearly	Every 2 years	Global Vice Presidents, Managers, and Executives in Operations, Marketing, and Research and Development	Directorial, Management, and Executive Levels for Operations, Marketing, and Research and Development	5	Global Operations Department / Global Marketing Department	Fair recently authorized by GB; first visit (2017/2018) will be for recognition	
Expo Pack Mexico	Guadalajara and Mexico City, Mexico	Event on packaging and processing in Latin America							Global Operations Department / Bimbo Mexico Business Unit	Focusing on Bimbo Mexico (Lonchibon) Business Unit
Baltic Food & Beverage Exhibition (BAF)	Lithuania	New food and beverage products and brands in Eastern Europe		Every event	Global Vice Presidents, Managers, and Executives in Operations and Research and Development	Directorial, Management, and Executives Levels for Operations and Research and Development	5	Global Operations Department / Bimbo China	Focusing on associates from Bimbo China	
Sandwich & Snack Show	Paris, France	Innovation and trends in snack products and sandwiches							Focusing on associates from Bimbo China	
International Bakery Expo (IBE)	Hong Kong, China	Machinery and equipment for bread, confectionery, pastry								
World of Beijing	Beijing, China	Fair of products used in baking, confectionery, snacks, etc.								
Foodex Saudi	Jeddah, Saudi Arabia	International exhibition of food, drink and ingredients aimed at the Arab market		4	Bimbo Bakeries USA Business Unit					
American Bakers Association (ABA)	USA – variable	Association of Bread Producers. Agency for relations with the US government								
American Society of Baking (ASB), Baking Tech	USA – Chicago	Bakery trends and innovation								