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 **TECNOPOOL**
FOOD PROCESSING EQUIPMENT

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Behind the facade

It became apparent quite some time ago that a drama was about to unfold. In May last year, it was performed on stage. The next sequel is soon to go ahead. In May 2007, two fairs were conducted at the same time in Italy: the traditional SIAB in Verona and the new A.B. Tech Expo in Milan. Organizers of both shows reported successful numbers of visitors. However, attendees witnessed the sad reality. The reasons behind this situation centered on a dispute about significance and influence at the event and the allocation of stands in Verona. The big three, namely, Polin, Mondial Forna and Zucchelli did not want to share their power, but the remainder of the Italian machine suppliers did not want to be excluded any longer. As a result of this dispute in the supplying industry, large parts of the regional bakery organizations in Italy and the national baker's association decided to opt for Milan. Added to this, there had also recently been an agreement with their German colleagues on a close cooperation between A.B. Tech Expo and iba, the later one being organized by the German Baker's Confederation and the German Association of Plant Bakeries.



++ Hildegard Keil, editor-in-chief
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The cooperation agreement provides for an alternating time schedule adapted to the three-year rhythm of iba so that both fairs do not compete with each other in the same year and as a result promote each other. Furthermore, joint events for the baking industry will take place at both fairs.

I have to admit that my heart is bleeding at the prospect of Verona stepping back into second or third place in the line of exhibitions. I like this city, which I see as a mixture of Grande Dame and country bumpkin; a multitude of culture on the one hand and pettifoggery on the other. However, in view of this development, I will have to delete Verona from my list of professional travel destinations as it seems the fair organizers are more interested in keeping the facade than looking for a pragmatic solution in the interests of their Italian visitors and their colleagues from adjoining countries. The reply that I received from Verona on my question about how the organizers intend to handle the situation has to be cited literally so that everybody can appreciate it:

"We have the goal to form alliances with the most important protagonists from the industry in order to be able to offer the domestic and foreign companies from this industry new chances for further growth," claims Mr. Flavio Piva, Co-General Manager of Veronafiore. "Based on the success of the last SIAB fair, we have immediately put our organization in motion to be able to provide even more efficient service and the chance for more promotion to exhibitors and visitors. The know-how generated by the fair organizer Veronafiore over the past years with expert events such as Vinitaly, Marmomacc, Samoter, Fieragricola will be used for underpinning the internationality of the fair and for ensuring that the companies can enter new market areas. In the months to come, interesting novelties will be expected for the industry."

I sincerely hope that the Italian baking industry can find a moderator who will find a reasonable solution with the visitors in mind. After all, it is the visitors who are picking up the tab. It is about time that the exhibitors started considering how much of the burden they expect the visitors still to carry.

Sincerely yours,

Your IT Specialist

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in Nuremberg (Germany)

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