



Topicality and Ecole française

EUROPAIN IS RETURNING TO A TWO-YEAR SCHEDULE TO CATER FOR THE DEMANDS OF THE FRENCH VISITORS. THE FAIR IS HOPING IT CAN PRESENT A COMBINATION OF ADVANCED TECHNOLOGY AND CLASSICAL FRENCH CRAFT TRADITION FROM THE ECOLE FRANÇAISE TO THE AUDIENCE AND THEREFORE DIFFER FROM IBA BY NOT BEING CONFINED TO THE INDUSTRIAL FIELD. BAKING+BISCUIT INTERNATIONAL'S EDITOR-IN-CHIEF, MRS. HILDEGARD M. KEIL TALKED TO **JEAN-PAUL BROUTIN**, DIRECTOR OF EUROPAIN ABOUT THE BENEFITS OF THIS CHANGE.

+ bbi: In Germany, the announcement that Europain is breaking the agreement on the time schedule of the fairs with iba, has stirred up quite a commotion. Why did the organizers of Europain change their minds and which stakeholders were decisively involved in this decision process?

+ Broutin: After reviewing a survey submitted by more than 100 exhibitors, we decided to go back to a two-year schedule with our fair, just as it always had been until 1996. A large majority of the French exhibitors wanted to avoid the situation whereby Europain and another large French fair take place in the same year (in alternate years) and asked us for this change. Furthermore, we are also in frequent contact with the Central Association of the German Bakery Craft to coordinate the dates for Europain and iba as much as possible.

+ bbi: Will the profile of Europain change due to the new cycle?

+ Broutin: No. Europain's profile will not change. In fact, we are accommodating

the Association of the French Millers with this decision, the members of which are important participants in Europain. Due to advanced technology, industrial bakeries, in particular, are able to increase their sales volumes significantly, which in turn aggravates the competitive situation in this industry. With the use of modern technology, production capacities can be enlarged and manufacturing processes significantly facilitated. There is a huge demand in this field, as

industrial bakeries, in particular, – other than artisan bakeries – cannot respond that easily to customer requests as they are often asked for large investments. We also found that numerous companies frequently develop innovations and will use Europain as a platform for introducing their new products. In the past years, the market has seen some fast-paced developments and we believe that our decision to change the frequency of our fair was the right one. In our opinion, three years between the fairs is no longer adequate.

++ Jean-Paul Broutin



+ bbi: In 2012, Europain and iba will take place in the same year for the first time. What conflicts are you expecting?

+ Broutin: The benefits of Europain are obvious. We have a very unique accompanying program which attracts visitors from all over the world. Many industrial companies will change their appearance and organization at iba or Europain for budget reasons (e.g. traders, branch offices, etc.).

Both fairs will complement each other. We think that exhibitors and visitors of both fairs will visit both. Industrial experts also know that Europain has an inevitable position as a platform for gaining information on methods and gives them the opportunity of bringing their own company forward and implementing their national and international projects according to their own development schedules.

+ bbi: How will Europain distinguish itself from iba?

+ Broutin: In the past few years, the demand for high quality pastry products and baked goods has been growing constantly. This has resulted in the development of new baking technology in order to simplify the baking process. Refrigeration technology is also gaining importance. In France, the traditional way of producing baked goods has not lost its significance as it has in other European countries. As the industrial production of baked goods can only adjust slowly to changing customer demands due to technical reasons, the

artisan bakeries are still able to keep a certain market share. There are 33,000 craft bakeries in France. The French market remains highly dynamic in this field. At Europain, artisan bakers are introducing their concepts which are also interesting for foreign visitors seeking to counteract the diminishing demand for craft bakery products in their own countries. The international interest in what could be termed "Ecole française" – just as in the fine arts sector – is higher than ever before.

+ bbi: What will the fair focus on?

+ Broutin: 600 exhibitors will present the latest developments and innovations from the craft and industrial bakery fields. They will offer practical solutions to the visitors of which 40% are from the artisan sector. Added to that, there will be an area for ready-to-eat products (convenience food, take-away products and catering service). Due to the increasing demand for frozen fine bakery wares on the one hand and the growing significance of the industrial production on the other, new solutions for increasing the sales volumes by reducing the manufacturing times and processes will be presented for industrial bakeries.

Intersuc is also taking place within the scope of Europain and is presenting an international range of equipment and products for the manufacture of confectionery, chocolate and baked products. ▶

PROCLEAN

SELF-CLEANING SYSTEM



SOME THINGS SHOULD TAKE CARE OF THEMSELVES – AT THE PUSH OF A BUTTON.

ProClean makes trails left behind from baking disappear. All this fully automatic, quick and thorough. Because after all, something isn't truly clean until it's 100% clean. Find out more about ProClean at: www.wiesheu.de



WIESHEU
SIMPLY BETTER

+ bbi: The bakery trade has many facets. Which target groups are you aiming at with Europain? Is it industrial, or artisan bakeries, food service suppliers or producers of bread, fine bakery wares, cakes, biscuits or frozen dough?

+ Broutin: We are cooperating with numerous associations and institutions. Two examples are the French Millers' Association and the UFFEB, the French Association of Bakery and Confectionery Equipment Manufacturers, now called EKIP. With these we have a large network and can reach all target groups.

+ bbi: How important are visitors from abroad?

+ Broutin: In 2005, 30,000 international visitors from more than 143 countries came to Europain. In 2008, we expect more than 600 exhibitors, with about 30% of them coming from abroad.

In 2005, 80% of the European exhibitors were pleased with their business contacts made during the fair, with 90% of these being international contacts.

+ bbi: Where do you expect the visitors will come from and to which group will they belong?

+ Broutin: For 2008, we expect 80,000 visitors from 140 countries.

Amongst them, 56% will be craftsmen from all over the world who will represent an unimaginable wealth of professions. The largest portion will be bakers and pastry chefs (also from the out-of-home market), confectionery manufacturers, chocolatiers, biscuit manufacturers, producers of ice cream and last but not least delicatessen caterers and butchers. From the field of industrial production, about 6% of the visitors will be from the out-of-home market, 10% are wholesalers, retailers or importers (material, equipment, food), 7% will be bakeries, pastry shops, industrial confectionery and chocolate companies, food retailers, distributors, 10% will be from the service and training field.

+ bbi: What can you tell us about this year's accompanying program?

+ Broutin: In 2008, once again, numerous competitions and advance training events are being offered. The innovation forum – highly praised by the trade press in 2005 – will again present the most innovative novelties. The training alley “La Rue des Ecoles” and the “Knowledge Center” with 15 participating countries will offer new solutions as it reacts to increasing industrial demands.

+ bbi: Mr. Broutin, thank you for this interview. +++

++ Bakery World Cup



For three days, 12 teams consisting of three people, from 12 different countries will compete with each other. The three winning teams from the 2005 Bakery World Cup have automatically gained entry. The other nine teams have had to qualify for participation within the International Coupe Louis Lesaffre.

++ International Coupe Louis Lesaffre 2007



With its desire and commitment to enhancing the bakery trade, the Lesaffre Group has decided to continue their cooperation with the organizers of the Bakery World Cup and to accompany the second Coupe Louis Lesaffre 2007. The national pre-selections are already organized. They run for

two years in each participating country resulting finally in the selection of nine of the twelve teams which will compete in the Bakery World Cup, 2008.

++ International Frozen Desserts Master Competition



Organized by the National Confederation of French Ice Cream Makers with the participation of the National Association of Ice Carvers, the 3rd Master International “Des Desserts Glaces” will take place at Europain/Interglacs 2008. The competition is open to all food professionals with a technical or vocational education in this field, who are still active in their profession. The number of participants is limited to twelve teams. +++

Europain 2008

Exhibition Center, Paris Nord
Villepinte, France

29 March to 2 April 2008

Opening hours 9.30am to 6.30pm +++

