

Trade fairs spring 2012



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+ Next year, next season – 2012 is a year with a number of important bakery fairs all around the world. IBATECH, Istanbul, and Europain, Paris, start the season of important exhibitions.

IBATECH 2012: 12–15th April in Istanbul

The Turkish IBATECH is an international trade fair for bakery, patisserie machinery, ice cream, chocolate and technologies. According to the organizer, it is Turkey's largest and Europe's third largest bakery and confectionery technologies fair. For the 5th time, the fair is to be held in Istanbul at the CNR Expo trade fair grounds from 12th to 15th April 2012. Up to now, over 270 companies have already registered to participate in the trade fair, coming from four continents and ten countries including the USA, Italy, France, Germany, Greece, Belgium and Switzerland. They operate in the fields of mixing, processing, slicing and packaging, as well as with products such as chocolate, whipped cream, crepes, waffles, ice cream, cornets and pastries. Currently, over 80% of the area has been sold.

In addition to the trade fair, there is also a competition for confectioners, which is sponsored by the exhibiting companies. World-famous confectioners taking part in the competition will also hold parallel training seminars.

IBATECH 2012 is organized by Messe Stuttgart Ares Fuarçılık and supported by EKMADER (Turkish Association of Bakery Machine Manufacturers) and GIDAKAT (Turkish Association of Manufacturers of Additives and Agents for the Food Industry). For those coming from other countries, the trade fair is easy to reach, as it only takes 2 min by taxi from the Atatürk International Airport to the fairground.

www.ibatech.com.tr/eng

Europain 2012: 3–7th March in Paris

Europain and Intersuc focus on innovations for the worldwide bakery, pastry, ice-cream, chocolate and confectionery markets. The aim is to support decision-makers such as bakery and foodservice professionals in their quest to develop their

businesses, in relation to changing economic models. Held from 3rd to 7th March 2012 at the Parc des expositions Paris Nord-Villepinte, Europain will stage the first SuccessFood exhibition, dedicated to “reinventing the foodservice industry”, and will therefore become the first event to bring the bakery and foodservice industries together under the same roof. This unique event is expected to attract 1,000 exhibitors and 85,000 visitors. Europain places the emphasis on innovation and has a real variety on offer in terms of equipment, shop furniture, raw materials, ingredients and food products for craft and industrial bakery/pastry making. The trade fair proposes concrete solutions to its visitors and is shining the spotlight on seven trends:

- + No. 1: Bakeries, new social venues
- + No. 2: Innovations – versatile processes and appliances
- + No. 3: Quality and innovation in organic food
- + No. 4: Creativity and sophistication in pastry-making
- + No. 5: Pastry-making, a never-ending source of inspiration
- + No. 6: Quality and innovation in industrial bakery
- + No. 7: Bread as a health food

Europain will spotlight the “Innovation Stars” in the context of the following features:

- + The “2012 Innovations” Area, which will showcase innovative products and equipment from each category
- + The “Europain Innovation” trophies, which will reward the best innovations
- + The “Intersuc 2012 Collections”, which will showcase sweet and chocolate creations

Additionally, Europain will host professional contests such as the Bakery World Cup (4–6th March 2012). Each of the 12 teams, composed of three bakers, will have 8 h (plus 1 h for preparation the day before) in which to prepare products in the four specialties of baguettes and breads of the world, sweet dough pastries (viennoiseries), savory presentations and artistic creations.

www.europain.com +++

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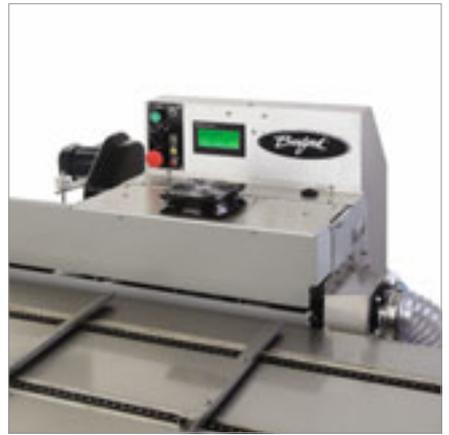
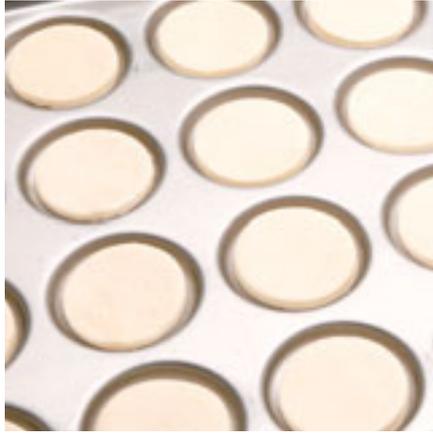
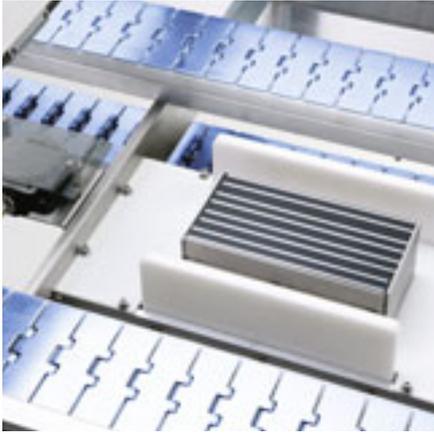
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