

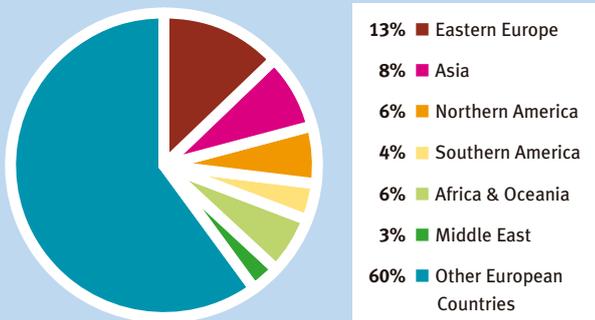
# EUROPAIN 2008

THE FIRST LARGE INDUSTRIAL EVENT IN 2008 WILL TAKE PLACE BETWEEN MARCH 29 – APRIL 2 IN PARIS, AT THE VILLEPINTE FAIR GROUNDS

**+** Europain 2008 is celebrating its 40th birthday with an exhibition area of 80,000 sqm, with 600 exhibitors and an expected 80,000 visitors from 143 countries. As in previous years, EUROPAIN is taking place together with INTER-SUC. This is not only advantageous for the pastry chefs and confisseurs but also for the suppliers of sophisticated out-of-home catering services, as EUROPAIN's key topics are not only production technology but also product display issues. It is not only bakers, pastry cooks, confectionery and ice-cream producers, but also delicatessen shop owners, snack outlet and bistro operators and caterers who will find the exhibition interesting.

About 50,000 domestic visitors are expected, with 60 per cent of them being craft bakers. Almost half of the French visitors come from the Paris area. Amongst the expected 30,000 foreign visitors, the majority will be from Western Europe (about 60%) and 13% from Eastern-European countries.

## Countries of origin for international visitors



Source: <http://www.europain.com>

At EUROPAIN 2008, several competitions will take place, amongst them the Bakery World Cup, the Coupe Louis Le-saffre and the Int. Frozen Desserts Master Contest. +++

## EUROPAIN, once again, every two years

The EUROPAIN organizers have decided that the exhibition schedule will be re-set again to every two years. With this announcement, they have canceled the agreement with iba that both fairs should have a periodicity of three years each to prevent competition. The agreement had resulted in a clearly higher number of international visitors to the exhibition in Paris although less visitors from France. This was the reason why the French organizers objected to the three-year cycle which also coincides with the SIRHA exhibition (Salon International de la Restauration et L'Hotellerie et de L'Alimentation) which is the second largest industrial fair in France. +++

## How to get to EUROPAIN

- +** By road: From Paris, take the A1 or A3, and then exit on the A104 in the direction of Soissons. Follow signs to the "Parc des Expositions".
- +** By plane: From Roissy-Charles de Gaulle airport: take the shuttle bus to the "Parc des Expositions" or take RER B in the direction of Robinson-Saint Rémy lès Chevreuse. Alight at the first station: "Parc des Expositions".
- +** From Orly airport: Take the Orly-Val to Antony, then the RER B in the direction of Roissy-Charles de Gaulle. Alight at the station "Parc des Expositions".
- +** By RER train: From Paris, take RER B3 and alight at the station "Parc des Expositions". +++

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