

173,904 visitors at Sigep and RHEX: A 20.1% increase for rimini fiera a success that will go down in expo world history

SIGEP 2014 exceeds itself again with a 20.1 increase in trade visitors. The 35th edition of the SIGEP 2014 at Rimini Feira was attended by 173,904 visitors over 5 exhibiting days. Foreign attendees rose to 34,646 with an increase of 32%.

SIGEP 2014 with 110,000 m2 occupied by around 1000 companies confirms the world leadership of Rimini Fiera and the surrounding area in this sector and which once more, with facts and figures, spotlights it throughout the country and on international markets.

Over 600 accredited journalists, 134 million contacts reached with articles and reports by agencies, daily papers, radio and TV, web and trade press, as well as almost 300,000 visits to the Web site www.sigep.it in the last ten days.



Championships with 68,000 users connected during the five expo days, 23% of whom were abroad (in Argentine and France in particular). On the social networks: the reach on Facebook over the last week exceeded 2,200,000, while there were over 100,000 mentions on Twitter.

The expo event was inaugurated by Flavio Zanonato, Italy's Minister for Economic Development, who acknowledged that the Rimini Fiera days were "an international showcase in which entrepre-

neurial culture manages to combine artisan tradition and innovation." Alongside, at the ribbon-cutting ceremony, Rimini's Mayor Andrea Gnassi and Rimini Fiera chairman Lorenzo Cagnoni, as well as the leaders of all the trade associations.

Rimini Fiera chairman Lorenzo Cagnoni comments, "The figures speak for themselves – in these conditions, the expo plays its role perfectly, multiplying business, generating relations, nourishing companies' strategies with the contribution of the trends that emerge in the halls.



We are ready to support and develop this growth rate with activities running all year round, with projects under way and new initiatives to be taken together with all players in the chain."

Rimini Fiera business unit manager Patrizia Cecchi confirms, "To the exceptional results regarding visitors, we must add the success of the intuition of holding RHEX Ristorazione simultaneously with SIGEP, forming an expo proposal in perfect sync with the changes in business formats, where there are activities able to integrate different catering formats, when can even be changed in the course of the day. The satisfaction of participating companies for the business generated on the expo days urges us to continue in this direction, developing the event with content that targets innovation and internationalization.

Events at SIGEP 2014

6th Gelato World Cup - The title goes to France

After a tough contest between France and Italy, the French artisans got the upper hand, with the team guided by Elie Cazaussus and made up of Christophe Bouret, Benoit Lagache, Jean Christophe Vitte and Yazid Ichemrahen. Participation involved the development of the theme the Universe of Leonardo Da Vinci in tests for gelato, cuisine, ice sculpture and chocolate. Italy secured the 2nd position while Poland acquired 3rd position. Eleven teams from five continents competed to win the World Cup: Argentina,



Australia, Brazil, Canada, France, Italy, Morocco, Mexico, Poland, Spain and the USA. The competition was organized by Rimini Fiera – SIGEP and Gelato & Cultura

AMERICA'S CHER HARRIS WINS THE 2014 PASTRY QUEEN CONTEST

In the Pastry Queen Contest an American from Pennsylvania was 2014's Pastry Queen. Cher Harris beat ten opponents with her great regularity and strict observance of the rules. 2nd position went to Japan's Tomomi Futakami and Laetitia Moreau from France.

COFFEE: GIACOMO VANNELLI WILL REPRESENT ITALY AT JUNE'S WORLD CHAMPIONSHIP AT RIMINI FIERA

In the context of SIGEP, alongside the

expo area dedicated to coffee, numerous championships dedicated to baristas were held. In particular, the title was won by Giacomo Vannelli (Cortona, Arezzo), 2nd was Eddy Righi (Rimini) and 3rd Luca Mosconi (Leghorn). The LATTE ART contest was won by Chiara Bergonzi (Piacenza), while the winner of COFFEE IN GOOD SPIRITS was Francesco Corona (Matelica, Macerata). The ranking for the AFFOGATO AL CAFFÈ contest was as follows: 1st Manuel Sakay (Forte dei Marmi), 2nd Lucilla Peconi (Piacenza), and 3rd Ivan Valle (Verona).

COPPA ITALIA CAKE DESIGN AND THE BUDDY VALASTRO AND VALERIA MARINI SHOWS

From inauguration day, with the overwhelming success of Buddy Valastro, the "Cake Boss", attracted the attention of all the visitors to SIGEP.

Paolo Santilli and Valentina Urbini, both from Rome, won the Coppa Italia for Cake Design, organized by Conpait (Italian Confectioners Confederation). 2nd place went to the couple formed by Sebastiano Musolino of Reggio Calabria and Fatima Lucchese, born in Abruzzo, but resident in Trento; Laura Saporiti and Roberto Albanese from Parma came third.

STAR OF CHOCOLATE

Roberto Cantolacqua Ripani, from Tolentino (Macerata), won the 1st edition of the "Star of Chocolate" contest, which





was held during SIGEP, Rimini Fiera's world-leading event for artisan confectionery. 2nd place went to Carmelo Sciampagna from Palermo, while Stefan Krueger from Merano came 3rd.

FUNCTIONAL GELATO

This is gelato that can contribute to solving troubles with our organism and was proposed by the Maestros of Italian Gelato-making Association with the project "Eating (Gelato) is good for your health! Functional Gelato in modern nutrition". The Maestros of Gelato Making showed how professional gelato makers have such in-depth knowledge of the materials used for the day-to-day production of gelato that its production can grow, with the preparation of "functional gelato". It is still tasty gelato, but becomes an ally of man's health, thanks to the carefully studied balanced addition of elements such as fibre, probiotic and prebiotic products, officinal herbs, honey or royal jelly

GELATO AS A FOOD FOR PREVENTION

Following a cooperation agreement between the Umberto Veronesi Foundation and the artisan gelato production chain, SIGEP hosted the presentation of a research project on the relationship between nutrition and DNA, led by Dr. Elena Dogliotti of the Umberto Veronesi Foundation, which had a considerable number of participants: AIIPA,

ACOMAG, ArtGlace, CNA Alimentare, Cogel-Fipe, Confartigianato, GA, Maestros of Italian Gelato-making and SIGEP took part enthusiastically, along with the magazine PuntoIT.

EUROPEAN ARTISAN GELATO DAY

The flavour "Straciatella d'Europa" (European straciatella) distinguished the 2nd European artisan gelato day, scheduled for 24th March 2014.

ITALIAN SENIOR PASTRY CHAMPIONSHIP

Emmanuele Forcone was elected as the new Italian Senior Pastry Champion at

the contest held at SIGEP with the patronage of Accademia Maestri Pasticceri (Academy of Italian Master Pastry Chefs), Conpait and Relais Dessert.

ITALIAN JUNIOR PASTRY CHAMPIONSHIP

20 years aged Marco Serlini, from Rodengo-Saiano (Brescia) is the Italian Junior pastry Champion. Second place went to 18 year-old Mattia Cortinoves from Bergamo and Vincenzo Daloiro from Barletta came 3rd. The contest's theme was the Winter Olympic Games and was illustrated via an artistic work in sugar and chocolate pastillage.

AT SIGEP A STATUE OF POPE FRANCIS - BUILT ENTIRELY FROM CHOCOLATE

A life-size sculpture of Pope Francis, all made from chocolate, was completed at SIGEP. The initiative, with charity aims, was realized by 20 participants attending courses from Academy of Italian Master Chocolatiers, led by Mirco Della Vecchia and Paolo Moro. The participants in the course worked on the preparation of the chocolate with cacao from a small cooperative on Lake Atitlan, in Guatemala.

SISTEMA SIGEP

The project was launched at the expo and accompanies exhibiting companies on their internationalization process. SISTEMA SIGEP (SIGEP System) is a permanent platform at companies' disposal and its participants are Unioncamere, IBB





Consulting, SACE, ModeFinance, Sistema Gelato, Sistema Riscossioni and SIGEP.

BAKERY: AGREEMENT SIGNED

During SIGEP, the president of Club Arti & Mestieri Fausto Rivola, vice president Piero Paolo Genghini and Maurizio Beccafichi, director of Perugia's Università dei Sapori, signed an agreement intended to finalize bakery training courses, organize events and workshops all over Italy and realize professional training activities.

CONTEST – “A THOUSAND IDEAS FOR A NEW FLAVOUR” AND “BEST PISTACHIO-FLAVOURED GELATO”

Great participation in the traditional contests organized by SIGA Association of Italian Gelato Makers. The final results were as follows. Best pistachio-flavoured ice cream: 1st Giovanni Lasagna from Hamburg; 2nd Salvatore Tripodi from the company Caffarel; 3rd Cremeria Rossi of Milan.

A thousand ideas for a new flavour
The Gelato of the year: 1st Casa del gelato di Galligani Roberto from Albenga

(Savona) with the flavour “Etrusco”; 2nd Gelateria Ultimo Kilometro di Paolo Fornaciari from Buggiano (Pistoia) with the flavour “Mamma Mia”; 3rd Gelateria Bibò di D’Agostino Pietro from Pescara with the flavour “Tartufo Bibò”.

Lastly, the Gelato Maker of the Year Award went to National Executive and Committee member and owner of Rome's historical Ornelli gelato parlour, Adalberto Ornelli.

BAKERY: THE BAKER'S ART AND WORK VOUCHERS

Italia Lavoro, in collaboration with Club Arti & Mestieri held some meetings hosted by Paola Rampini, head of the LoA project in order to inform on how to use and pay ancillary work by means of Work Vouchers, which, even without a written contract, guarantee INPS social security and INAIL insurance coverage for short-term occasional work.

DECOR CHALLENGE

A creative contest in which gelato is transformed into art was organized on the

Orion stand, a Clabo Group brand.

Contestants were the best master gelato artisans from all over Italy, who were judged by a panel of trade journalists and experts. Antonio Mezzalira (Gelateria Golosi di Natura, Gazzo Padovano – Padua) and Jennifer Boero (Gelateria Gelatiamo di Cairo Montenotte - Savona) are the two gelato artisans who tied with the highest votes.

ALESSANDRO BORGHESE ASSIGNED THE AWARD FOR “PINK” PIZZA

Alessandro Borghese the chef hosting several television shows, including Junior Masterchef, also came to Rimini Fiera's SIGEP. The event dedicated artisan confectionery which ran until Wednesday simultaneously with Rhex, the expo on catering and eating out. Borghese was chairman of the panel of judges at contest “La pizza in rosa” (Pink pizza), dedicated exclusively to lady pizza cooks and organized by Ristorazione Italiana Magazine along with the Pizza Cook Academy. ♦