

# RIMINI FIERA: SIGEP 2012 confirms it is the world's number one expo for artisan confectionery enterprises

- ❖ 122,697 trade visitors at the expo (15% more than 2011).
- ❖ An impressive increase in foreign visitors: +21%
- ❖ The record number of trade members boosts business on the stands.
- ❖ Unanimous positive feedback for the key expo for worldwide artisan gelato, pastry and bread baking.

SIGEP 2012 exceeds itself, once again with record-breaking figures. After having passing the threshold of 100,000 trade visitors in 2011, the 33rd edition of SIGEP 2012 at Rimini Fiera was attended by 122,697 visitors over five exhibiting days, with an increase of 15% on 2011.

Foreign attendees, also rose to 23.854, with an increase of 21%. These figures are even more significant considering artisan confectionery trade is made up of numerous extremely export-oriented medium and small enterprises.



SIGEP 2012 with 90,000 m<sup>2</sup>, occupied by 850 business-oriented companies, led to tens of thousands of business meeting. Events, such as the World Gelato Cup, Pastry Queen, Pastry Grand Gala Pastry and SIGEP Bread Cup, with nations from the five continents and

and English commentaries, and recordings which aired at night for viewers in other time zones. With ten hours of live coverage every day approximately 15,000 spectators worldwide followed the events by streaming.

565 journalists were accredited (496 in 2011), of whom no less than 132 were from abroad.

The 33<sup>rd</sup> SIGEP was inaugurated on Saturday 21st January with the participation of the Emilia-Romagna Regional councillor for Manufacturing Activities Gian Carlo Muzzarelli, the president of Rimini Provincial Government Stefano Vitali, Rimini Town Councillor for Manufacturing Activities, Jamil Sadegholvaad and Rimini Fiera chairman Lorenzo Cagnoni.

approximately a hundred teams competing for the various titles made the exhibition a must place to visit.

There was live (streaming) television coverage of these events on the Web with Italian



Rimini Fiera Chairman Lorenzo Cagnoni comments, 'We kept our promise, staging a SIGEP able to perfectly combine its role as a trade fair and a stage for great world-level events. The figures say plenty of the success of this 33<sup>rd</sup> edition, even more was said by the collaborative atmosphere created between the most authoritative players in the chain and the common intent to spread the artisan culture that Italy boasts in the confectionery trade beyond all borders. With these results, we are ready to start work on further expanding SIGEP on international markets.'

SIGEP was the crossroads for the world's greatest artisan confectionery masters. A great debut and excellent business feedback and results were obtained by SIGEP COFFEE and TECH PASTA, as was the case with the BioSIGEP route, which highlighted companies that have launched new production lines. A real exploit of the new trend regarding cake design, the Cake Design area aroused real curiosity, as did that of the person who can be considered the sector's testimonial, television personality Enzo Miccio.

## Events at SIGEP 2012

### *Guinness world record at SIGEP 802-Kilo chocolate!*

At the opening of SIGEP 2012 a new Guinness World Record was set at Rimini Fiera. After the gelato cone in 2011, this time the aim was to make the world's largest chocolate. Goal achieved. The Guinness adjudicator from London certi-



fied a weight of 802 kg, much more than the previous record of 196.3 kg, set in Halle, at the Halloren Chocolate Museum in 2008.

### *Gelato World Cup*

The Gelato World Cup returns to Italy at SIGEP it was won by the members of the Italian team trained by Pier Paolo Magni and Diego Crosara. France came second and Switzerland third. This was the key event at SIGEP 2012, organized by Rimini Fiera in collaboration with the GelatoeCultura association and Co.gel-Fipe.

### *The Idea Workshop, Gelato In Fairy Tales!*

Entirely focussed on the combination of gelato and fairy tales the proposal of the Idea Workshop, at which for each day of the exhibition the creative area animated by the Maestros of Italian Gelato-making, in collaboration with the Italian School of Gelato, proposed a story for children, on which teams of new gradu-

ates from the Italian School of Gelato based their creation of new gelatos, inspired by the atmosphere of the individual tales.

### *Coffee flavoured ice cream contest*

This year, the Italian Gelato Makers Association chose coffee as the theme for the competing gelato parlours. This is the final ranking: 1<sup>st</sup> Cafeteria Gelato Parlour Dalmedio (Lamezia Terme), 2<sup>nd</sup> Guenther Rohregger (Rome), and 3<sup>rd</sup> Andriy Vynogradsky (Zhitomir . Ukraine).

### *Bio Day*

SIGEP's inauguration day hosted the debut of BioDay. An opportunity for in-depth coverage of processes for the integration of Organic products in gelato, pastry and bakery workshops, in addition to the expo proposals of BioSIGEP. Tasting sessions followed of Organic gelato made at the expo with exhibitors' excellent products and served in environment-friendly packaging.

### *Comunicando award to bigatton for the multi-subject campaign*

Advertising is at the centre of the Comunicando Award, now at its sixth edition and promoted by punto IT-gelato & bar pasticceria. Magazine. The title of Comunicando Unique Publicity Campaign 2011 was won by Veneto company Bigatton with its articulate multi-subject campaign.

For the Best Graphic Design (graphic layout and message) the winner was Mec3 with the campaign 'Si lo voglio. Minou 34<sup>th</sup> SIGEP is scheduled to be held from January 19<sup>th</sup> to 23<sup>rd</sup> 2013. ♦





## Mec3 displays novelties to renew the gelato parlour everyday

Mec3, leading Italian company in the production of ingredients for artisan gelato and pastry making, was present at SIGEP, with a variety of new exciting products. At the Mec3 stand the public was able to see and get to know in detail the important and exciting novelties in terms of the product range.

### Macaron

**Boulevard** the most famous little meringue based confectionery in the world arrives in the gelato parlour with Mec3 creating an angle of Paris in the showcase.



From France to the Caribbean with **Mama Que Buena**, where precious cocoa beans duet with crunchy wafers in a melody of toasted hazelnuts.

**Scoop** the gelato is the result of a secret recipe, the encounter between extraordinary hazelnuts and an exceptional chocolate at the base of a unique and embracing flavour.



**Mascarpon Premium**, a paste containing a high quantity of fresh Mascarpon, consequently the most important item on the label. With the addition of natural flavours and eggs the Mascarpon Premium has reached perfect harmony to create numerous, original recipes rich in this sumptuous ingredient: **Mascarpon, Tiramisu, Quella, Pear, Strawberries and wild berries.**

**NewYo**, the first fresh yogurt concentrate for creating artisan yogurt gelato, without using powdered products.

**'Dolcebio'** the first line of products for 100% organic artisan gelato. Pistachio sauce, it's a crime to call it topping. **Minou**, the new Mec3 frozen praline that transforms an angle of showcase into a jewelry shop.

**Quella** at SIGEP Rimini was celebrated with an ironic and funny promotional campaign... The original hazelnut and cocoa cream dedicated to the world of gelato, as soft as the creamiest of gelato, it can be used both for filling the preparations or just as it is.

Finally the **Base G** or rather 'pleasure without sugar'. From a personal recipe belonging to Mec3's president Giordano Emendatori, a gelato with few calories sweetened with Stevia, a new revolutionary natural sweetener which unlike the other sweeteners present on the market it has no side effects. Next the **Base Natura**, without emulsifiers, vegetable fats and flavourings, with just Tara seed flour from organic agriculture for a good, genuine and natural gelato.

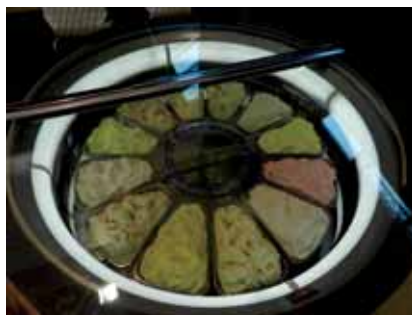
## IFI Participates with unique and revolutionary Tonda, round and rotary gelato display case

IFI was set up in Pesaro in 1962 as an artisanal company specialised in the manufacture of bar furniture and made its mark in the history of industrial bar counters, thanks to innovations that dictated new reference standards for the sector. IFI takes the credit for the first industrial bar counter ('60s), the first modular industrial bar counter ('70s), the first steel frame system treated against through corrosion ('80s), and the conceptually sensational furnishing philosophy for public places: Platinum IFI Concept (2005).

IFI Gelato encompasses a range of products that today by good right may be defined unique in the world and aimed at the most demanding gelato makers. As well as offering a wide range of traditional display cases, IFI invented the first ventilated basin to offer a significant improvement in the cost/benefit ratio for those that choose the road of tradition, and revolutionised the market with Tonda – the first and only round and rotary gelato display case in the world. Invented

by Makio Hasuike, designed and manufactured by IFI at its Tavullia plant and a cult object in more than fifty countries on all five continents, Tonda is the ideal fusion between the basins that exalt gelato preservation and the display capacity of traditional display cases. In 2011, IFI launched on the market Lunette – the first linear gelato display case with hermetic closing system.

With TONDA, IFI is part of the Collezione Farnesina Design, established by decree of the Italian Minister for



TONDA at IFI stand

Foreign Affairs in 2009. In 2008, the revolutionary IFI display case received the Segnalazione Compasso d'Oro commendation from ADI (Association for Industrial Design), and in 2002 it was declared a highly innovative design by the Ministry for production activities. The pastry-praline display case chocolate was selected for the 2010 ADI Design Index, and the gelato display case LUNETTE won a IF Design Product Design Award in 2011.

All IFI products are CE-certified for Europe, GOST STANDARD certified for Russia, and in ever greater number, ETL-certified for North America.