

41<sup>st</sup> International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World

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**18-22. 01. 2020 RIMINI, Expo Centre Italy**

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## VISION PLAZA 2020 PROGRAMME

Saturday 18 January 2020

11 am – 12 pm

### **Future is now! The new global values of sweet foodservice: experience, quality and sustainability**

Abstract: A comparison of experts from the global dining out market, consumer dynamics and brands to understand the challenges of sweet foodservice and identify future opportunities for growth and development. Experts will discuss the "values" of the dining out consumer such as experience, food quality, premises and sustainability. The increasingly eco-friendly choices of consumers will dictate the agenda of strategic decisions of companies operating in this sector in order to meet the needs of tomorrow's consumers. Experts will bring data and testimonials on emerging trends.

Speakers:

**Caterina Schiavon – Social semiologist partner, Kkienn Turin**

Paper focus: "Emerging and future trends of the dining-out market".

Abstract: The aim of the paper is to provide an overview of major global food trends and consumer behaviour on the dining-out market with focus on the major cross trends in the different countries and which have special impact on sweet foodservice.

**Bob O'Brien – Global Senior Vice President, Foodservice - The NPD Group**

Paper title: "Global performance of the dining-out and sweet foodservice market".

Abstract: The NPD expert will present the latest data on the global trend of the dining-out market and SIGEP product categories. He will show the figures relating to the latest trends and will provide development prospects based on expected consumer dynamics.

**Francesco Buschi - Strategy director, FUTURBRAND Milan**

Paper title: "The brand as experience in a journey from taste to mind, passing through the heart".

2 pm – 3 pm

### **State of the art and prospects in the Spanish gelato market: the role of chains**

Paper edited by Sistema Gelato, with the media partnership of Dolcegiornale (Tecniche Nuove group).

Speakers: **Carmelo Chiaramida Founder of "OGGI - Officina Gelato Gusto Italiano"; Jose Angel Sanchez Founder of Borgonessa – live intensely, Joe Petillon, International Development Director Gelaterie La Romana**

Moderator: **Ernesto Brambilla, Dolcegiornale**

3.15 pm – 4.15 pm

### **Breakfast Trends in Europe**

Abstract: Breakfast has been growing faster than the other dayparts. For many foodservice operators breakfast used to be a less attractive consumption occasion but thanks to increased competition, a growing cohort of demanding consumers with more divergent schedules, and the emergence of the breakfast specialty segment, this daypart is becoming more interesting. Europe is a large market for coffee, offering relevant opportunities to the coffee suppliers. The speech is centered on the European most important markets like Germany, France, Spain, UK and takes into consideration its size, industry status and trends and growth opportunity. A focus is placed on the market key factors and trends regarding the coffee consumption.

Paper edited by **NPD GROUP**

Speaker: **Jochen Pinsker, Senior Vice President Foodservice Europe, NPD Group Inc**

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4.30 pm – 5.30 pm

### It's time we ask a fair price for Italian Espresso

Abstract: For years, the price of a cup of espresso coffee in cafés has remained the same or has been subject to minimal increases, colliding with the psychological threshold of the euro. A number of factors contribute to this, including lack of information on the part of the barista and the conviction deeply rooted in the end consumer that coffee is a low priced product. The situation is quite different in other countries, where the price of a cup of coffee is twice or even three times as much.

Is this a sustainable situation? What should be a fair price for an espresso? How can we sensitize the barista and the customer in search of quality in the cup?

Paper by: Bargiornale (Gruppo Tecniche Nuove)

Speakers: **Alberto Polojac, National Coordinator of SCA Italy; Luca Ramoni, President of Aicaf - Accademia Italiana Maestri del Caffè; Barbara Chiassai, Managing Director of Istituto Espresso Italiano; Francesco Sanapo, "coffee lover", winner of three editions of the Italian Barista Championship and founder of Ditta Artigianale; Chiara Bergonzi, Italian champion of Latte Art and authorized Sca trainer; Andrea Lattuada, owner and AST trainer of 9bar.**

Moderator: **Nadia Rossi – Bargiornale journalist**

## Sunday 19 January 2020

10.15 am – 11.15 am

### What operators need from manufacturers/ The crucial Role of the Foodservice Manufacturers in increasing the performance of the Foodservice Operators

Abstract: In this fast-paced world, consumer must-haves and wants change steadily and operators and their suppliers must stay in tune with these changes in order to drive their businesses forward. Convenience, value, unique menu items, and service remain high on the list of Foodservice consumers' must-haves and wants. Foodservice operators frequently express the need of a strong collaboration with the manufacturers in order to reduce 'me-too' ideas and provide new offerings that are grounded in consumer or operational insights and opportunities. This speech focuses on discussing the success cases in the industry regarding new product and sell story creation from manufacturers that helped operators boost customer's visits and spending.

Paper edited by **NPD GROUP**

Speaker: **Jochen Pinsker, Senior Vice President Foodservice Europe, NPD Group Inc**

11.30 am – 12.30 pm

### International trends in the chocolate sector

Paper edited by **Monica Meschini, Chocolate Expert**

Speaker: **Monica Meschini, Chocolate Expert**

12.45 pm – 1.45 pm

### The four seasons of consumption, market evolution

Abstract: Consumption has evolved through four distinct historical periods from the post-war period to the present day. Eating habits have profoundly changed. The protection of health, beauty, as well as goodness, narrated and sometimes manipulated by the new media have had a decisive effect and "dictated" the new rules on consumption. How have industries and artisans responded? What are the new dictates to remain competitive?

Paper edited by **Editrade**

Speaker: **Franco Puglisi, CEO of Editrade**

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2 pm – 3 pm

### **Coffee Sustainability Program: training in support of the entire supply chain**

Abstract: In the current period of time, more or less full of pitfalls, the coffee industry must be given a sustainable future. For the Specialty Coffee Association, one of the solutions starts with the training of new professional figures within companies that may be sensitive to these issues.

Paper edited by **SCA, Specialty Coffee Association**

Speaker: **Alberto Polojac, National Coordinator of SCA Italy**

3.15 pm – 4.15 pm

### **Opportunities through digital ordering in Europe**

Abstract: Foodservice is experiencing an interesting and fast changing reality, that is pushing the whole industry to focus and innovation. Today the restaurant is not always the destination; sometimes it is simply the carrier. The way consumers access food is rapidly shifting following the path of technological advancements and being able to satisfy the consumers need to find their preferred food wherever they are located is fundamental. Some companies have invested greatly in Delivery, but it is interesting to notice that carry-out occasions ordered digitally are growing faster than delivery occasions. During this speech attention will be given to Digital Ordering for Delivery, Click and Collect and I'In-Store Terminal ordering

Paper edited by **NPD GROUP**

Speaker: **Jochen Pinsker, Senior Vice President Foodservice Europe, NPD Group Inc**

4.30 pm – 5.30 pm

### **Global pastry trends**

Abstract: The sweet world declined in the future: reflections, forecasts and laughs together with Italian and foreign professionals, in the name of "International Confectionery".

Paper edited by **Pasticceria Internazionale**

Speaker: **Livia Chiriotti, Managing Editor of Pasticceria Internazionale**

**Monday 20 January 2020**

10.15 am - 11.15 am

### **Social Media Marketing and Gelato: communicating sweetness with Facebook**

Abstract: The social network Facebook now has over 2 billion active users every month around the world and only in Italy is close to 81% of the population; it is necessary to understand the business and branding opportunities for the gelato industry. For you, the mysteries are unveiled of the technical and social part of the Facebook tool, in a deeper logic in the universe of social tools.

Paper edited by **Muse Comunicazione**

Speaker: **Monia Taglienti, Communication and marketing and digital strategy consultant and Sergio Colalucci, World Gelato Champion 2006.**



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11.30 am - 12.30 pm

### **Coffee Trends around the world**

Abstract: The global coffee industry is growing significantly and there has been a gradual shift observed from soft drinks to coffee drinks among consumers. Speech will be held by Bob O' Brien, the Global Expert at the NPD Group. In that role he has developed new markets in Canada, Japan, Spain, Italy, China, Australia, Russia, Mexico, Brazil, Korea United Arab Emirates and the Kingdom of Saudi Arabia. Mr O'Brien will share businesses essential information on customers, global trends and market based on his well acclaimed expertise and related to the Global Coffee Industry in order to spot the different opportunity for coffee around the world and the different consumption habits.

Paper edited by **NPD GROUP**

Speaker: **Bob O' brien, Global Senior Vice President-Foodservice**

12.45 pm – 1.45 pm

### **The artisan gelato parlour business guide**

Abstract: This new guide of the Le Bussole series is dedicated to the many entrepreneurs in the world of artisan gelato and those who aspire to become so. More than 35,000 people are in charge of various commercial formats, ranging from cafés and pastry shops with gelato parlour to "pure" gelato parlours, both with annual and seasonal activities. For Italians, artisan gelato is many things in one: pleasure, quality, healthiness, conviviality, free time. For Italy it means prestige, image, jobs, added value, mechanical and agri-food chains with a strong projection towards exports. The guide intends speaking to companies and entrepreneurs addressing the main problems of everyday life of a gelato parlour in a practical, simple and effective language. It is divided into 9 chapters full of data, graphics, case studies, examples and photos to give readers a first-hand idea of the topic and show that even a small business, just like a large company, is a complex reality that requires managerial skills, marketing, planning, personnel management and management of the mechanisms of operation and profitability of the business.

Paper by: **FIPE - Federazione Italiana Pubblici Esercizi**

2 pm - 3 pm

### **Artisan/consumer relations: what value is conveyed and perceived today?**

Abstract: The consumer does not always perceive the value of a product. Often the artisan is unable to tell and transmit his "craft" as an added value. We are witnessing clamorous imbalances between artisanal and industrial products, especially in the world of artisan gelato; the relationship with the industrial product presents "surprises" often well hidden, in the quality/price ratio. How to act in the best possible way?

Paper edited by **Editrade**

Speaker: **Franco Puglisi, CEO of Editrade**

3.15 pm - 4.15 pm

### **Where is artisan bread heading?**

Abstract: The world of bread has changed along with the Italians. Will it continue to change – how and why? We'll find out from the trends outlined by the research carried out by Cerved in the bakery industry.

Paper edited by **AIBI Assitol**

Speakers: **Palmino Poli, president of AIBI and Maria Maltese, curator of Cerved bread and pastry market survey**



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4.30 pm - 5.30 pm

### **IN THE NAME OF GELATO: the building of an identity and its creative thought**

Abstract: Having a strong and defined identity is now crucial and strategic to compete and be recognized by your target audience. Together with Ilaria Legato, by means of a case history dedicated to gelato, we will learn how we can trigger the creative spark.

Paper edited by **Muse Comunicazione**

Speakers: **Ilaria Legato, Communication Design and Massimo Franchi, owner of Gelateria Badiani**

**Tuesday 21 January 2020**

10.15 am - 11.15 am

### **How to plan your customer's Food Experience?**

Abstract: How much digital communication and sharing on social media are conditioning our taste paths? Is instagrammability infecting the interior design of our premises, the display of food and our way of serving it? Here's how to build a tasty experience in the 4.0 era.

Paper edited by **Muse Comunicazione**

Speaker: **Nicoletta Polliotto, DFMLab Academy Director c/o Muse Comunicazione**

11.30 am - 12.30 pm

### **Evolution of market channels and Restaurants Concept**

Abstract: Guest Experience in the Foodservice outlets is revealed as one of the key factors influencing consumer choice. Food and Drink facilities that are able to meet consumer expectations are able to encourage them to return therefore, increasing the number of visits and obtaining higher performance. For consumers, the experience of dining is now more than just eating out, it's a form of entertainment. They want a memorable experience away from home that goes beyond what's on the menu. Roberto Bramati, head of food court at CNCC, led the most important food-court setup projects in shopping centers around the world in the last years. During this speech he will discuss together with Matteo Figura, Director of the Foodservice Italy, NPD Group Inc. the latest Design Concepts in different food-spaces and cities as an answer to consumer expectations and trends.

Paper edited by **NPD GROUP**

Speakers: **Matteo Figura, Director Foodservice Italy, NPD Group Inc. and Roberto Bramati, President of Spazio Futuro Group**

12.45 pm – 1.45 pm

### **New pastry trends in the catering industry**

Abstract: a testimony of professionals in the sector who are experts on the subject and on the needs of national and international customers of renowned hotels and restaurants: how to offer a quality service in line with market trends. These are the strategies which today are crucial in order to be effective in an increasingly fragmented market. The CAST Alimenti case will be introduced as an emblematic example of this path. It will thus become evident how market analysis, the adoption of dedicated digital tools and the application of a clear method for each phase of contact with the target audience, are decisive elements for scaling businesses in an increasingly better and certain way.

Paper edited by **CAST Alimenti**

Speakers: **Gabriele Bozio, Executive Manager of CAST Alimenti and Yuri Cestari, teacher at CAST Alimenti**

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2 pm – 3 pm

### Gelato delivery, well explained

Abstract: The boom of digital deliveries and the opportunities at hand for gelato parlours

Paper presented by: Sistema Gelato, with the media partnership of Dolcegiornale (Tecniche Nuove group).

Speakers: **Stefano Manili, CEO & Founder of Cosaporto.it; Matteo Sarzana, General Manager of Deliveroo Italy; Stefania Urso, Founder of the Gusto17 gelato parlour.**

Moderator: **Ernesto Brambilla, Dolcegiornale**

3.15 pm - 4.15 pm

### The path of effective communication: from market analysis to marketing automation

Abstract: The strategies that today are essential to be effective in an increasingly fragmented market. The CAST Alimenti case will be introduced as an emblematic example of this path. It will thus be evident how market analysis, the adoption of dedicated digital tools and the application of a clear method for each phase of contact with the target audience become decisive elements for scaling business activities in an increasingly better and certain way.

Paper edited by **CAST Alimenti**

Speakers: **Massimo Trevisan, Account manager - Inbound Specialist of Welcome Digital and Vittorio Santoro, Director of CAST Alimenti**

4.30 pm – 5.30 pm

### Instagram: i.e., the art of being eaten (also) with the eyes

Abstract: Finding the connections between quality of food and the visual experience through social networks and how these two elements, if well connected, can increase the value of your job.

Paper edited by **Muse Comunicazione**

Speaker: **Orazio Spoto – Instagramers Italy co-founder**

## Wednesday 22 January 2020

10.15 am - 11.15 am

### PASTICCERE E GELATIERE 4.0 - Identikit of modern sweet artisans: amid new technologies, contaminations, challenges and opportunities

Abstract: A great exclusive research project of Pasticcere, historical Italian Gourmet magazine and point of reference for sweet professionals, to trace the profile of the pastry chef and gelato maker of today and especially tomorrow. In the context of a rapidly evolving market - in technology, consumption habits, the spread of digital and social media - the research aims to investigate and deepen the point of view of professionals, with the dynamics under way and the changes that see them as protagonists: from contamination and integration between pastry and gelato to new opportunities and planned investments, from the expected changes in the way of working and in the demand, to the orientation towards innovation, sustainability and digital communication. The result will be a large and articulated selfie of the category, together with an overview of the confectionery world to come according to the forecasts and the perception of the protagonists of current and future changes.

Paper edited by **Italian Gourmet**

Speakers: **Francesco Briglia, Italian Gourmet Director; Carlo Meo, M&T CEO; Atenaide Arpone, Italian Gourmet Managing Editor**

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11.30 am - 12.30 pm

### Rethinking sustainability

In addition to see sustainability from an economic perspective, areas of opportunities for enterprises to reduce their environmental impact and expand activities, while at the same time improve profitability will be presented.

Paper edited by **IILA/CEFA ONLUS**

Speakers: **Sarah Cordero-Pinchansky, Socio-Economic Secretary at IILA; Alice Fanti, Projects Dept. – CEFA Onlus; Moisés Manuel Gómez-Miranda – EARTH University .**

