

# EUROPAIN

3-6 FEBRUARY 2018  
/ PARIS-NORD VILLEPINTE / FRANCE

PARIS

BAKE *in* PARIS



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#Europain

## EUROPAIN 2018: THE LEADING SHOW IN BAKERY-PASTRY IS REVOLUTIONIZED!

Partaking in all the evolutions in the Bakery-Pastry industry and revealing the latest innovations in the trade, Europain will be reinvented in February 2018 in order to better serve the entrepreneurs in the sector. Regardless of the type of establishment and production volume, professionals will easily find all the solutions they need thanks to a new sector segmentation focused on their needs and requirements: Manufacturing /Producing – Selling– Managing. Concentrated over 4 days, Europain 2018 welcomes new events, national and international contests that have contributed to its reputation and standing as a source of inspiration.

### NEW DATES – NEW SECTOR SEGMENTATION – NEW CONTENT

In order to better satisfy the needs expressed by both visitors and exhibitors, Europain will be held over 4 days (Saturday 3rd to Tuesday 6th February 2018) and will present its complete offering in the 48,000 sqm of Hall 6 - Parc des Expositions venue Paris-Nord Villepinte.

Europain innovates in particular with a new sector segmentation designed to better serve the different visitors to the show: project bearers, professionals, managers of one or several sales outlets, also of bakehouses or production centres:

#### JE FABRIQUE JE PRODUIS

All appliances, equipment and raw materials essential to bake bread, viennoiseries and pastries, for every production volumes.

#### JE VENDS

Products and services to enhance sales and distribution: shop design, promotion, finished products, packaging and services...

#### JE GÈRE

Tools and solutions to assist the day-to-day business management: training, legal, admin, real estate, finance...

NEW

### NEW ANIMATIONS AND NEW CONTENT

**Europain Forum:** This unmissable space situated in the centre of the venue. It will propose **4 days of exchanges between experts and professional contributors on topical themes** for the different trades in the industry – in the form of conferences, interviews and roundtables, essentially addressing French and international professionals and project bearers.

NEW

**Bakery Restaurant shop:** This space was first introduced in 2016. This year it will be a **fully functional restaurant bakery shop**. Fitted with latest digital technologies, featuring a friendly catering space, it will welcome visitors who are keen to explore – and taste – all the possibilities available to bakery catering.

**Baker's Lab:** 4 days of non-stop demonstrations staged in an ultra-modern bakehouse and performed by the best schools and top names in French and international bakery. This will enable visitors to witness close up the different techniques and creative ideas. **Guided visits are proposed for the first time** and will present the very latest innovations for the bakery of tomorrow.

**Lab' Intersuc:** This space will feature 4 days of demonstrations dedicated to pastry, chocolate-making, ice-cream making. They will be performed by holders of the MOF distinction, pastry champions, pastry chefs working in shops or restaurants.

### CONTESTS FOR EXCELLENCE AND INSPIRATION

#### **Bakery Masters**, *organised by Lesaffre*

The best participants from the Coupe Louis Lesaffre and Coupe du Monde de Boulangerie will compete individually in an attempt to win the prestigious title of MASTER BAKER. The names of the countries and participants selected in the Bread, Viennoiserie and Artistic Piece categories will be announced in June this year.

#### **Mondial des Arts Sucrés**, *organised by DGF*

Over 4 days, 16 teams composed of a male pastry chef and a female pastry chef will pit their skills against one another in a race to win the Mondial des Arts Sucrés title.

#### **Coupe de France des Écoles**, *organised by EKIP and sponsored ENGIE*

Competing in mixed teams of 3 participants and in 2 categories, "Hopefuls" and "Excellence", the budding young talents will have 6 hours in which to demonstrate their mastery in the bakery, viennoiserie and pastry arts.

### EUROPAIN 2016 IN KEY NUMBERS

700 exhibitors and brands – 65,000 professionals – 48,000 sq meters of exhibition - 140 countries

#### EUROPAIN BAKE IN PARIS

Europain, World Bakery, Pastry, Ice Cream, Chocolate and Confectionery Trade Show, is a global event featuring French and international suppliers. It showcases know-how and new products in equipment, raw materials, ingredients and services for the industry entrepreneurs. On Europain, the industry, whether craftsmen or manufacturers, will find out all solutions to meet their needs and consumer's expectations.

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All the news related to Europain on the online pressroom

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