

fieramilano, 23-27 October 2010

**A.B. TECH EXPO AND ASSIPAN-CONFCOMMERCIO:
ACCORD WITH ITALY'S BAKERS ASSOCIATION FORGES CLOSE TIES WITH BUSINESS COMMUNITY
AND BOLSTERS ITS EXPECTATIONS**

Milan, 8 September 2009 - A.B. Tech Expo spares no effort to build up a successful event that will bring together the industries of breads, pastry, confectionery, pizzerias and short-notice eateries.

On 30 July last, and in the presence of the Presidents and representatives of institutions, an important multi-year accord was signed between the SIPAN Consortium, F&M Fiere e Mostre – promoters of A.B. Tech Expo – and ASSIPAN, the Italian Association of Bakers, that represents 60% of bakers in Italy and groups more than 67 provincial agencies and associations of that industry. This major and exclusive agreement with an association which is affiliated to Italy's Federation of Commerce (Confcommercio) will provide further clout to the event and will enable visitors at A.B. Tech Expo to reach out to the community of restaurateurs and distributors, above and beyond bakers, pizza makers and pastry cooks.

Such participation is important, particularly for all businesses that have decided, or are envisaging, to broaden the range of their products and services to their clientèle. Multi-purpose locales has been all the buzz for years now and it is also the mission of a trade fair to offer the tools for valuating accurately the advantages and opportunities of a change of tack that must be faced with calm.

That's why A.B. Tech Expo offers visitors and companies a brand-new service designed to stand up to a market that calls for ever closer examination of the exigencies fuelled by new consumption patterns and repositioning of business in order to keep up with potential growth opportunities.

The new partnership struck will contribute to making A.B. Tech Expo the more authoritative venue for bakers, pastry cooks, pizza makers and restaurateurs looking ahead and all business operatives who both cherish traditional lore and innovation to rise up to the challenges of the times and to chart the future.

"This accord undoubtedly offers right now great opportunities of co-operation between us bakers, the SIPAN Consortium and the exhibiting companies at A.B. Tech Expo 2010 in Milan." – said **Claudio Conti, President of Assipan-Confcommercio** – "In addition, the multi-year accord opens up prospects of further shared advantages across the Italian bakery industry flowing from the synergy that prompted the accord, particularly in terms of innovation, continuing learning and technical assistance to companies".

"In the recent months, true to our unswerving commitment to satisfying the expectations of the market, we outlined the features of a new partnership in co-operation with the trade association we view as the most representative of the industry" – added **Claudio Gaibazzi, A.B. Tech Expo President**. – "The partnership accord with IBA, the world's topmost trade fair of the industry; the recent official recognition of our international status and now the agreement with Assipan, all of these steps mark a progress on a road to success that holds yet more in store. I am confident that the accords struck with the bakers association will bring to the show the superior know how of Italian-made technology and will attract to Milan not only Italian operatives from all branches of baked goods industry but also from all regions of the world".

A.B. Tech Expo keeps gathering steam and is now working on parallel initiatives for exhibitors and visitors at the show designed to raise visibility and to optimize returns on investment for companies of the industry.

In particular, A.B. Tech Expo will participate in IBA (Düsseldorf 3-9 October 2009) and will present the show there to operatives from the world over. Also, at the forthcoming edition of **HOST**, International Professional Hospitality Show, (Fieramilano-Rho, 23-27 October 2009), the Organizers of A.B. Tech Expo, in co-operation with EXPO CTS, will present operating bakery, pizza and pastry workshops supervised by professionals and chefs of the respective sectors, to illustrate to the business community of hoteliers, restaurants and catering the efficiency of artisan production and the superior standards of performance and yield of Italian-made machinery, ovens and equipment.

*A.B. Tech Expo-A.B. Tech Pizza Expo, International Exhibition of Technology and Products for Breads, Pastry, Confectionery, Fresh Pasta and Pizza, takes place at **Fieramilano (Rho) from 23 thru 27 October 2010**. The show is promoted by SIPAN Consortium and F&M Fiere & Mostre, and is organized by F&M Fiere & Mostre.*

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