

## SIGEP 2006 - GENERAL PROGRAM OF EVENTS

### Saturday 21<sup>st</sup> January

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#### **9.00am - 1.00pm Packaging & Window Dressing Forum - Hall A5**

A maxi window dressed with the theme "OLYMPICS ON THE SNOW"

Window promoting the contest with the same theme.

Arrival and positioning of the entries for the "HAPÙ AWARD" contest

Organized by Accademia CON.VE.IT in Pasticceria.

#### **9.30am - 6.00pm Italian Ice Cream Academy stand - Hall C5**

**Ice Cream and sorbet entries** with specific technical presentations of them all by chairman Alfredo Zecchini.

#### **10.00am - 4.00pm Bakery Forum - Hall D5**

**Program of tasting sessions hosted by the Spanish team (Josep Pascual Aguilera - team leader, Enrique Medina Mata and Juan Felix Navarro Santos):**

10.00am - Pan Barcelona. A new recipe prepared by the Spanish bakers for bread with ingredients that combine tastiness and health;

12 noon - Pan de San Jordi. Special bread made for the festivity of the patron saint of Catalonia, Saint Jordi, reproducing the colours of the Catalan flag.

2.30pm - Pan Gallego. The traditional bread of northern Spain, particularly Galicia.

4.00pm - Bombones panaderos. Another new recipe in which the previous day's bread is 'recycled', thanks to the use of chocolate.

Coordinated by Club Arti & Mestieri.

#### **10.00am Sigep-Giovani Stage - Confectionery Forum - Hall B3**

In collaboration with Pasticceria Internazionale (published by Chiriotti Editori).

With the intent of increasing and exploiting the workforce that will be tomorrow's trade members, six schools are invited (fifth and sixth year IPSSAR classes), each represented by 4 pupils accompanied by a teacher, and coordinated by Luciano Pennati on behalf of Pasticceria Internazionale.

**2.00 - 6.00pm** Each school will have to set a table with the work done at school by the pupils during confectionery lessons. The pupils will attend a theoretical-practical lesson at the Forum by a qualified teacher and will be called alternately to help master confectioners, [trade members and trade association representatives during the events being held at the Forum.](#)

#### **11.00 - 11.30am ChocoSigep Area - Hall A3**

**Guided tasting sessions** of a [strong sweet wine flavoured with morello cherry juice](#) with bars of plain chocolate (organized by Chococlub).

#### **2.00pm Packaging & Window Dressing Forum - Hall A5**

**"Let's think innovative: a confectionery shop window in 2030"**

Window dressing and packaging under the banner of innovation. The window will be dressed by Stile CON.PA.IT. teachers in collaboration with the Italian Window Dressers Association and Germany's Deutschen Konditorenbund Association (BIV) demonstrators.

#### **3.00 - 3.30pm ChocoSigep Area - Hall A3**

Guided tasting sessions of "chinato" Barolo (made with the addition of alcohol and a mixture of herbs including chinaroot) with bars of plain chocolate (organized by Chococlub).

**3.00pm Confartigianato Alimentazione stand Hall B1**

**Meeting with trade members** on issues regarding the recognition of professional qualifications for the various food and beverage sectors.

**4.00 - 4.30pm ChocoSigep Area - Hall A3**

**Guided tasting sessions of Barolo wine with bars of plain chocolate** (organized by Chococlub).

**5.00pm Confartigianato Alimentazione stand - Hall B1**

**Training updates on codes, production regulations and quality marks.**

## Sunday 22<sup>nd</sup> January

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### **9.30am - 6.00pm Italian Ice Cream Academy Stand - Hall C5**

**Presentation of ice cream with thematic decorations**, with sculpted fruit, engraved vegetable and presentations in table-served cups and plates. Academy members: Paolo Battelli, Renzo Ongaro, P. Bruschi and S. Gumadzov.

### **9.30am - 1.30pm Packaging and Window Dressing Forum - Hall A5**

#### **TABLE SETTINGS with the theme "FACE TO FACE WITH LOVE".**

The setting, all carried out 'live', will be accompanied by theoretical explanations on the "ETIQUETTE" to be applied to present tables set in a harmonious manner. Organized by Accademia CON.VE.IT in Pasticceria.

3.00pm Meeting of the jury for the first phase of the "HAPÙ AWARD" competition.

First partial selection.

### **9.30am Confectionery Forum - Hall B3**

#### **WORLD CONFECTIONERY CUP SELECTION**

Held every two years to form the Italian team taking part the following year in the World Confectionery Cup held in Lyons. Participants will present their candidature for a discipline chosen from chocolate, sugar and ice. The entries submitted will be judged by a jury that will choose the team, made up of three members (one for each discipline) and the same number of reserves.

**12 noon - 1pm:** tasting of chocolate cakes

**1.30 - 2.30pm:** tasting of ice cream dessert or "semifreddo"

**3.00 - 4.00pm:** tasting of pudding

**4.30pm:** end of proceedings, with the presentation of the table and re-organization of the areas

**5.00pm:** announcement of results.

### **10.00am - 4.00pm Bakery Forum - Hall D5**

#### **Program of tasting sessions hosted by the German team (Hans-Jörg Walter - team leader, Eva-Maria Kientz and Gerhard Gröber)**

Tasting program:

10.00am - Mixed wheat bread. Typical bread of the German tradition, combining wheat and rye flour.

12 noon - Butter and yeast plait. The famous not-to-be-missed highlight of German breakfasts: a 'must' among sweet breads.

2.30pm - Briegel. Crisp rolls with coarse salt and caraway seeds.

4.00pm - Brezeln. In the Middle Ages, the Swabian people thought up a bread for their king, which was later called "Brezel", with a classic shape with three openings, through which the sun was supposed to flood the sovereign with light (and therefore good luck).

Coordinated by Club Arti & Mestieri.

## **10.00am Ravezzi Room 1**

### **Conference 'Beyond Bread. The extension of Bakeries. New routes and new business for artisan bakeries'**

The conference is organized by SIGEP with the sponsorship of the ASSIPAN (Italian Bakers Association), APPA (Association of Bakers of Milan and its Province) and Poli Design (Consortium of Milan Polytechnic), in collaboration with MarkUp and Fuoricasa.

#### **"The evolution of bakers shops"**

Antonio Marinoni, entrepreneur, chairman of the APPA (Association of Bakers of Milan and its Province) and emeritus chairman of the UIB (Union Internationale de la Boulangerie).

#### **"Bread's role in modern life"**

Andrea Sparvoli, editor of monthly magazine MarkUp – Economia, Produzione & Politiche della Distribuzione (*Economy, Production and Policies of Distribution*).

#### **"Bread and bakers' shops: product and place for making acquaintances"**

Carlo Meo, researcher and opinionist with MarkUp.

#### **"From the trends of night venues to the phenomenon of retail entertainment"**

Gianpietro Sacchi, architect and lecturer at Milan Polytechnic and the post-university course in New Entertainment Design.

#### **"The experience and success of artisan bakers' shops, transferred to the Far East"**

Architect Marco Lucchi, designer of the chain of "Paris Croissant" bakeries recently opened in South Korea and lecturer on the New Entertainment Design course at Poli.Design – Milan Polytechnic

#### **"Is the future your bread and butter?"**

#### **International overview of retail and consumption trends"**

Thomas Bialas, futurologist and co-founder of Nemo Future Explorations Lab.

The conference is coordinated by MarkUp's editor Andrea Sparvoli and open to trade members.

## **11.00am Confartigianato Alimentazione stand - Hall B1**

### **Training updates on codes, production regulations and quality marks.**

## **11.00am SIGA stand - Hall C3**

Presentation of ice creams participating in the international competitions: **"pistachio flavoured ice cream"** and **"1000 ideas for a new type: ice cream of the year"** organized by the SIGA - [Italian Ice Cream Makers Association](#). The competition secretariat is on the SIGA stand.

## **11.00 - 11.30am ChocoSigep Area - Hall A3**

### **Guided tasting sessions of Diano d'Alba Dolcetto wine with plain chocolate in bars and pralines (organized by Chococlub).**

## **Ice Cream World Cup - Hall C3**

**1.30pm** Welcome by chairman Giancarlo Timballo.

Speakers: Luciana Polliotti, Gabriel Paillason, Pierpaolo Magni and Alfio Tarateta.

Welcome and presentation of the competing delegations by Eliseo Tonti. Parade of the delegations before the public; each chairman is the official national standard bearer.

Draw for assignment of work places for the teams from Argentina, Brazil, France, Italy, Morocco, Poland, Czech Republic, Spain, USA, Switzerland, Ukraine and Hungary.

Installation of the International Jury.

**2.00pm** – Start of the contest

6.00pm - Adjournment of work; work will begin again on Monday 23<sup>rd</sup> January (at 9.30 for the public)

### **2.00 - 6.00pm Packaging & Window Dressing Forum - Hall A5**

**"All the latest trends, colours and combinations: suggestions and new ideas".**

Starting from the audience's requests, a "set" will be built following the latest trends in packaging and window dressing ideas.

Window dressing with material offered by the sector's firms taking part in the expo

The demonstrators of the German Association Deutschen Konditorenbund (BIV) will show "the package" for confectionery according to German culture.

### **2.00 - 5.00pm Tiglio Room**

**Practical course - theme "A sweet flower for her, or for him?"** organized by Accademia CON.VE.IT in Pasticceria.

### **3.00 - 3.30pm ChocoSigep Area - Hall A3**

Guided tasting session of a strong sweet wine flavoured with morello cherry juice with bars of plain chocolate (organized by Chococlub).

### **3.00pm Packaging & Window Dressing Forum - Hall A5**

Jury meeting for the first stage of the **"HAPÙ AWARD"** Contest organized by Accademia CON.VE.IT. in Pasticceria

First partial selection.

### **3.30 - 4.30pm Ravezzi Room 1**

**Presentation of the novel "Il gelato è una cosa seria" (*Ice cream is serious stuff*) by Marco Marchi. Published by Edizioni Diabasis.** A novel in which, for the first time, ice cream makers and reps are the protagonists.

### **4.00 - 4.30pm ChocoSigep Area - Hall A3**

**Guided tasting sessions of "chinato" Barolo wine (made with the addition of alcohol and a mixture of herbs including chinaroot) with bars of plain chocolate** (organized by Chococlub).

### **4.00pm Confartigianato Alimentazione stand - Hall B1**

Meeting with trade members on issues regarding the recognition of professional qualifications for the various food and beverage sectors.

**Monday 23<sup>rd</sup> January 2006**

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### **Ice Cream World Cup - Hall C3**

**8.00am** Proceedings resume (the public is allowed to enter from 9.30am)

**9.00am** Installation of International Jury

Order and time at which the entries come out

**9.30-10.30am** (5 minutes per team) Tub

**11.00am - 12 noon** Cone

**12.30 - 1.00pm** Cup

**2.00 - 3.00pm** Cake

At the end, Grand Buffet preparation and presentation

12.10pm Presentation of the new book by Luca Caviezel: "Dizionario di scienza e tecnologia del gelato artigianale" (*Dictionary of science and technology of artisan ice cream*), 2006, published by Chiriotti Editori.

**2.00pm**

**Installation of the Jury made up of journalists.**

5.00pm **End of contest and appraisal**

6.00pm **Award ceremony for the winning teams.**

### **9.30am - 6.00pm Italian Ice Cream Academy Stand - Hall C5**

**Thematic artistic items in chocolate with the preparation of old traditional Italian desserts.** Academy members: L. Cappelletto, F. di Benedetto, P. Prestipino and R. Tellin.

### **9.30am - 1.30pm Packaging and Window Dressing Forum - Hall A5**

**Marketing Lesson – TOPIC: "Communication techniques in the context of artisan confectionery companies"** organized by Accademia CON.VE.IT. in Pasticceria

Speaker - Dr. Giorgio Cozzi of the "ISO" (Milan), expert in socio-psychological science applied to industrial and commercial organizations.

- Establishing positive relationships with staff.
- Knowing how to form a winning team and keep it unchanged, based on the company's interests.
- Favouring an excellent outlook on internal relationships in order to achieve an increase in production and sales.
- Knowing how to manage and maintain quality constant under all aspects.

### **10.00am - 5.00pm Bakery Forum - Hall D5**

**Tasting sessions by the Italian team (Mauro Alboni - team leader, Fausto Rivola and GianPietro Genghini).**

Tasting program:

10.00am - Cuneo Tupunein. In the middle of the Winter Olympics, Rimini hosts one of Piedmont's most typical types of breads.

12 noon - Bolognese Crescente. Bologna's famous leavened *focaccia*, enriched with lard and more.

2.30pm - Sicilian Mafalda. In the country that has as many types of bread as it has bell towers, one of the most traditional island breads couldn't be left out.

4.00pm - Vicenza Ciopa. To round off the day, re-discover Veneto traditions!

Coordinated by Club Arti & Mestieri.

### **Confectionery Forum - Hall B3**

**DAY organized by CON.PA.IT. - Italian Confectioners Confederation**

**10.00am - 1.00pm** Italian Confectionery Championship - Senior category;

**2.00 - 5.30pm** Last training session for Italy's national Junior team, which will take part in the World Championship in Stuttgart (18-23 February 2006);

**9.30am - 1.00pm** Demo by Italy's national Senior team

**3.00pm** Presentation of the new CON.PA.IT. magazine

### **11.00am Confartigianato Alimentazione stand - Hall B1**

**Joint meeting of the Confartigianato Steering Committees** of ice cream makers, confectioners, bakers, chocolate and pasta makers.

### **11.00 - 11.30am ChocoSigep Area - Hall A3**

**Guided tasting sessions of Barolo wine with bars of plain chocolate** (organized by Chococlub).

### **11.30am - 1.00pm Diotallevi Room 2**

**Conference: 'Bread and Wine. A traditional match for an opportunity for the future: bread in food service'**

Speakers: Piergiorgio Giorilli - International Chairman, Richemont Club and Chairman, Richemont Club Italia - and Luca Bandirali - Chairman, A.I.S. Lombardy. Moderator: Monica Viani – journalist, "Il Panificatore Italiano".

Master baker Piergiorgio Giorilli (International Chairman, Richemont Club and Chairman, Richemont Club Italia) will explain which type of bread is the best match for various wines. Just as there is a list of bread suited to various dishes, why not also offer one for wines?

The Chairman of A.I.S. Lombardia will speak on the topic: how to exploit bread and wine matches, highlighting the value of a food that is part of Italian tradition, but often underrated in restaurants.

The meeting is organized by Finedit Italia.

### **2.00pm Packaging & Window Dressing Forum - Hall A5**

Packaging and window dressing demos with the exceptional participation of one of Italian window dressing's fathers, Cavalier Pier Polga, chairman of the A.N.V.I (Associazione Nazionale Vetrinisti Italiani – *National Association of Italian Window Dressers*).

Toys and sculptures made by balloon artists.

Live demos by CON.PA.IT. demonstrators

Window dressing and packaging in Germany.

The demonstrators of the German association Deutschen Konditorenbund (BIV) will give an idea of their culture on packaging in Germany.

### **2.00 - 5.00pm Tiglio Room**

**Practical course - theme "A trendy Easter"** by Accademia CON.VE.IT in Pasticceria.

### **2.30pm Abete Room West Foyer**

**1<sup>st</sup> INTERNATIONAL MEETING OF EUROPEAN PIZZA PARLOUR ASSOCIATIONS**

The Chairmen and the management groups of all the European associations will meet in Rimini to establish a joint strategy, to defend pizzas and the [use of wood-fired ovens, as well as for the recognition of the status of pizza cook, which does not at present exist.](#)

### **3.00pm Confartigianato Alimentazione stand - Hall B1**

**Seminar for food trade members on the meaning of nutritional education**, by Dr. Rocco Sciarrone, Director of the food hygiene and nutrition service of Padua Local Health Board N°16.

### **3.00 - 3.30pm ChocoSigep Area - Hall A3**

**Guided tasting sessions of Diano d'Alba Dolcetto wine with plain chocolate in bars and pralines** (organized by Chococlub).

**4.00 - 4.30pm ChocoSigep Area - Hall A3**

**Guided tasting session of strong sweet wine flavoured with morello cherry juice with bars of plain chocolate** (organized by Chococlub).

**5.00pm Confartigianato Alimentazione stand - Hall B1**

**Training updates on [codes, productions regulations and quality marks](#).**



## Tuesday 24<sup>th</sup> January

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**9.30am to 12.30pm and 2.00 to 4.00pm**

**Second stage of the National "HAPU AWARD" Contest** organized by Accademia CON.VE.IT in Pasticceria

The winning contestants selected in the first stage of the contest will be admitted to the second stage, involving the making of another entry, made entirely "live" in front of the public.

At this event appointment, contestants will have to work on a theme of their own choice.

The Jury will follow the various preparatory stages step by step, in order to realize the actual ability of each contestant and thus give its final verdict.

**4.00pm** - End of the contest and meeting of the Jury.

**5.00pm** - Awards ceremony, staged directly at the Forum.

10.00am - 1.00pm [Italian Ice Cream Academy](#) Stand - Hall C5

**Blown and drawn sugar - artistic presentations**

Academy members: Master confectioner Fulvio Scolari, M. Alessi, S. Venier and A. Fasciotti.

**10.00am - 5.00pm Bakery Forum - Hall D5**

**Tasting sessions by the Portuguese team: (Horácio Castro - team leader, Albino Oliveira and António Faria)**

Tasting program:

10.00am - Pão d'Avó

12 noon - Pão de Milho

2.30pm - Pão Bijoux

4.00pm - Bolo – Rei

Coordinated by Club Arti & Mestieri.

### **10.00am Confectionery Forum - Hall B3**

#### **MASTERLY MEETINGS - EXCELLENT CONFECTIONERY**

(Desserts, cakes, ice cream and chocolate: [an alliance of confectionery art, flavours, aromas and skills](#))

An international interdisciplinary meeting of chocolate makers, ice cream makers and confectioners from Italy and abroad, organized exclusively for SIGEP.

Taking part, with their members: The A.M.P.I (Italian Academy of Master Confectioners), U.M.G.A. (Master Artisan Ice Cream Makers Union), master artisan chocolate makers who are members of the Confartigianato and top foreign masters such as world champions and M.O.F. confectioners Olivier Bajard and Angelo Musa from France.

The teams, each made up of three Masters, will present confectionery works and preparation techniques highlighting their respective skills, the art and talent of preparing desserts, ice cream and chocolate, in a harmonious series of presentations, combinations, temperatures, consistencies and colours. There will also be a series of guided tasting sessions of some of the products presented. On the same day, the book "Gelato in cucina" (*Ice cream in cuisine*) will also be presented.

### **10.00am SIGA stand - Hall C3**

**International Ice Cream Competition: presentation of entries for pistachio ice cream and 1,000 ideas for a new flavour categories**

**4.30pm** Awards ceremony.

### **10.00am - 4.00pm Packaging and Window Dressing Forum - Hall A5**

**National Stile CON.PA.IT. Packaging and Window Dressing championship "A Journey through time: how would you imagine the window of your confectionery shop in 2030?"**

**5.00pm** Awards ceremony.

### **10.30am - 12.30pm Tiglio Room**

**Practical course – theme "My dear Dad"** organized by Accademia CON.VE.IT in Pasticceria.

### **11.00am Confartigianato Alimentazione stand - Hall B1**

Report on the new regulations regarding food hygiene, by Dr. Arcangelo Roncacci - national manager, Confartigianato Alimentazione.

### **11.00 - 11.30am ChocoSigep Area - Hall A5**

Guided tasting sessions of "chinato" Barolo wine ([made with the addition of alcohol and a mixture of herbs including chinaroot](#)) with bars of plain chocolate (organized by Chococlub).

#### **3.00 - 3.30pm:**

Guided tasting sessions of Barolo wine with bars of plain chocolate (organized by Chococlub).

#### **4.00 - 4.30pm:**

Guided tasting sessions of Diano d'Alba Dolcetto wine with plain chocolate in bars and pralines (organized by Chococlub).

2.00 - 5.00pm [Italian Ice Cream Academy stand](#) - Hall C5

**ICE CREAM DRINK an excellent enjoyable mixture of ice cream and spirits** – prepared by: C. Mariani.

### **4.00pm Confartigianato Alimentazione stand - Hall B1**

**Training updates on codes, production regulations and quality marks.**

## Wednesday 25<sup>th</sup> January

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### **9.30am Confectionery Forum - Hall B3**

#### **SIGEP-GIOVANI STAGE**

In collaboration with Pasticceria Internazionale (published by Chiriotti Editori).

The participation continues of young students, who will have had the opportunity on the previous days of working alongside some top confectionery art professionals: during this closing day, they will conclude the meeting and gather their impressions, ideas and suggestions, which teacher and coordinator Luciano Pennati will have the task of channelling into a final didactic meeting, taking stock of the entire program.

9.30am - 5.00pm Italian Ice Cream Academy stand - Hall C5

**General presentation of the event to the press and visitors** Each Academy member will present his artistic piece.

### **10.00am - 1.00pm Packaging & Window Dressing Forum - Hall A5**

Live demos with the possibility of personal requests, organized by Accademia CON.VE.IT in Pasticceria, and (simultaneously) explanations of the work carried out on the previous day by the three championship winners, with question from the public, organized by Stile CONPAIT.

### **11.00am Ice Cream World Championship Area - Hall C3**

Tasting of new types of ice cream, presented at SIGEP, organized by the SIGA.

### **11.00am Confartigianato Alimentazione stand - Hall B1**

**Training updates on codes, production regulations and quality marks**