

# EUROPAIN PARIS

11. 14 JANUARY 2020 PORTE DE VERSAILLES

*For the Bakery-Pastry Entrepreneurs*

PRESS RELEASE  
April 2019

## DEEP CHANGES FOR EUROPAIN 2020: BUSINESS AND INSPIRATION FOR ALL ENTREPRENEURS IN THE BAKERY-PASTRY INDUSTRY

*To best accompany the rapid changes in an industry that is constantly reinventing itself, Europain has undertaken to overhaul in depth its next edition, placing the emphasis on business and inspiration.*

*Next January, at the Porte de Versailles venue, entrepreneurs in the bakery-pastry industry will have a unique opportunity to grasp the upcoming trends, identify emerging markets, invent new concepts, find inspiration for their next creations and stay ahead of the competition.*

*Europain will bring together the major players in the sector, institutions, professional bodies, confederations, as well as hundreds of exhibitors catering to all their needs and requirements.*

### **A new venue for a new formula**

Changing the dates and venue is a significant change for Europain!

The new dates are set after two periods of strong activity and outside the French school holidays.

Establishing the event in the heart of Paris makes it easier for visitors and exhibitors to access the trade fair.

The central location will enable French and international visitors to visit Parisian bakery and pastry shops.

### **Facilitating professional contacts and fostering business**

More than ever, Europain stands as **a booster for business**. In this respect, the trade fair proposes a set of new measures that blend expertise and practical tools designed to increase the number of visitors, entrepreneurs and project bearers, including artisans, neo-bakers, sandwich bars, mass catering, confectioners, pastry chefs, chocolate makers, ice cream makers, caterers, bakery chains, food supermarkets, retailers, wholesalers etc.

**Europain Business Meetings** is a new free service for meetings that are prearranged via a dedicated e-platform. Bridging the gap between offer and demand, and suppliers and project bearers, the tailored meetings aim to generate new contacts and set the basis for future collaborations.

Looking to invest in production equipment? Need to redesign your sales outlet or develop a new concept? Entrepreneurs, company creators, independent artisans and networks will have access to experts from the CNBPF and FEB on the new **Business hub**. These specialists will be available to answer questions regarding legal aspects, finance, design, arrangement, business audit etc.

Professionals looking for turnkey business solutions will be able to meet and exchange with the major bakery franchises and startups.

## Unique solutions, creativity, expertise, for inspiration

At Europain, inspiration is found essentially with the **500 exhibitors and brands** that concentrate **the largest offering in the industry in France** under one roof. This is divided into three key sections: Selling, Managing, Manufacturing. The best innovations will be crowned by the **Europain 2020 Innovation Awards**.

New in 2020: **the Europain Lab**. Proposed in cooperation with the Institut Le Cordon Bleu, school of catering, and designed by Sylvie Amar & Partners, this concept is a fully operational pop-up bakery. It is a place for manufacturing, eating and selling that will stage some of the innovations that will revolutionize the bakery of tomorrow in real life conditions. Addressing customer experience, digital solutions, design and snacking offering this unique setup will also feature an area where visitors will be able to buy products to go.

Set up in an actual baking room, the **Bakery & Snacking stage** will propose demonstrations and concrete solutions designed to help professionals make the most of new opportunities to develop their business.

The **Sweet creations stage** will welcome top pastry chefs, as well as chocolate and ice cream specialists who will illustrate the dynamism of their trade through a series of demos in which they will share their techniques and recipes, adapted to suit new constantly changing consumer habits (vegan, bio, light etc.).

Two exceptional contests, the **Bakery World Cup and European Pastry Cup, continental selection of the Coupe du Monde de la Pâtisserie 2021**, will take place over four days with the best international bakers and pastry experts battling in teams. Their performance will illustrate excellence and creative audacity, offering a great source of inspiration for all professionals!

## Looking ahead to ensure sustainable success

Review and take stock of changes in the market, analyse new consumer behaviours, reflect on new eating habits etc. Professionals must take into account all aspects of their activity if they want to ensure sustainable success for their business.

The **Europain Forum** is a Think Tank for the industry and will offer avenues for reflexion as well as solutions for growth. Over the 4 days of the trade fair, experts and representatives from the entire bakery-pastry sector will come and exchange on current themes, stakes and issues affecting their market.

### EUROPAIN

Europain – the International Trade Fair for bakery, pastry, ice cream making, chocolate making and confectionery - is a global and exhaustive event that combines French know-how and international innovations in products, equipment and services. The trade fair proposes professionals, artisans and industrials all the solutions they need to satisfy the new requirements and consumer habits in bakery-pastry-chocolate-confectionery.

11 - 14 January 2020 / Hall 1 / Paris Expo, Porte de Versailles / France

For the latest news on Europain visit the [online Pressroom](#)

[www.europain.com](http://www.europain.com)

@Europain @EuropainFrance #europain



### **Press contact - AB3C**

Jean-Patrick BLIN - +33 (0)1 53 30 74 01 - [jeanpatrick@ab3c.com](mailto:jeanpatrick@ab3c.com)

Bourlaye CISSÉ - +33 (0)1 53 30 74 32 - [bourlaye@ab3c.com](mailto:bourlaye@ab3c.com)