








# Sigep

20 / 21 / 22 / 23 / 24 JANUARY

## Legend

-  Bakery
-  Chocolate
-  Coffee
-  Gelato
-  Innovation & Trends
-  Opening
-  Pastry
-  Sustainability

# SATURDAY 20 JANUARY

SATURDAY 20  
JANUARY

09:30 -  
16:00

Pastry Arena - Pav  
B5

**Pastry**  
Competition  
[Click here](#)

## Juniores Italian Pastry Championship

**organized by SIGEP in collaboration with Conpait**

The Italian Juniores Pastry and Chocolaterie Championship, promoted by Conpait and Sigep, on an annual basis, is a unique competition of its kind that is aimed at young recruits under 24 years of age, offering them a highly formative opportunity to test their skills and find worthy stimuli to kick-start a rewarding and successful career. A moment of the highest professional achievement, conceived and organised according to principles of integrity and fairness, all to give visibility to the future of the category, spreading among young people a healthy pride of belonging and profitable messages of goodness, quality, passion for work, love for beauty, creativity, collaboration and respect. These ethical factors are the foundations of a strong sector with solid roots and concrete future prospects.

The theme of the competition is '**A Sustainable Future**'.

Competition tests:

- Artistic presentation in sugar, pastillage or chocolate
- Single portion
- Chocolates

SATURDAY 20  
JANUARY

09:30 -  
17:30

Gelato Arena -  
Pav. A5

**Gelato**  
Competition  
[Click here](#)

## Gelato World Cup

**organized by SIGEP and Gelato e Cultura, in collaboration with World Association of Chefs' Societies and Conpait**

"The world's most important international team competition dedicated to the sector is back at SIGEP 2024. This biennial event involves Gelato, Pastry, Chocolate and Ice Sculpture professionals from all over the world, offering them a unique opportunity for professional comparison and stimulation. The event takes place from Saturday 20 to Monday 22 January in the Gelato Arena (Hall A7). The 11 competing international teams will face the following competition challenges: decorated tub, single-portion glass, gelato cake, mystery box - cream, mystery box - fruit, entrée with gastronomic gelato, chocolate gelato snack, artistic piece and grand final buffet."

### COMPETING TEAMS:

- ARGENTINA

- BRAZIL
  - CHINA
  - CHINESE TAIPEI
  - GERMANY
  - HUNGARY
  - ITALY
  - MEXICO
  - PERÙ
  - SINGAPORE
  - SOUTH KOREA
- 

### Tests:

1. Decorated tub
2. Single portion in glass
3. Gelato cake
4. Mystery box with cream
5. Mystery box with fruit
6. Entrée with gelato gourmet
7. Chocolate gelato snacks
8. Artistic pieces:
  - Ice sculpture
  - Chocolate sculpture
  - Crunch sculpture
9. Final Gran Buffet

## 2024 Gelato World Cup: the partnership with Worldchefs is signed



Founded in 1928, the World Association of Chefs' Societies (Worldchefs) represents the largest international membership of food and beverage professionals dedicated to raising industry standards.

With over 240 national associations of member chefs, educational institutions and F&B companies, Worldchefs is the global voice of culinary professionals.

*"We are proud to enter into this exciting collaboration with the Gelato World Cup, an event that provides such a great opportunity for competition excellence and international camaraderie", says Ragnar Fridriksson, Worldchefs Managing Director. "We share a common commitment to enhancing the excellence of global cuisines and providing opportunities for culinary professionals in all sectors. We look forward to January 2024!"*

SATURDAY 20  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Richemont and Sigep: a historic synergy



**MATTEO CUNSOLO**  
Secretary of Richemont Club Italia

**organized by Richemont Club  
Italy**

SATURDAY 20  
JANUARY

11:00 -  
11:45

Bakery Arena -  
Pav. D7

**Bakery**  
Demo  
[Click here](#)

## International Bakery Academies

**organized by Richemont Club Italy**

On stage, in the Bakery Arena, demos and show cooking of an international nature, thanks to the participation of the delegations from China, Peru and Switzerland, 3 excellences among the baking schools in charge of organizing the selections for the "Bread In The City 2025" World Championship .

SATURDAY 20  
JANUARY

11:00 -  
12:00

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## The chocolate Way: European Itinerary of Quality Chocolate



**MIRCO DELLA VECCHIA**  
Master Chocolatier

**organized by Mirco della Vecchia**

SATURDAY 20  
JANUARY

11:00 -  
17:00

Coffee Arena - Pav  
D1

**Coffee**  
*Competition*  
[Click here](#)

## CIBC Semifinals - Italian Barista Caffetteria Championship

**organized by SIGEP in collaboration with SCA Italy and World Coffee Championships.**

The competition consists of preparing, in a maximum time of 15 minutes, 4 espressos, 4 coffee and hot milk drinks and 4 customised non-alcoholic espresso-based drinks, to be served to a panel of expert tasting judges. The rules of the competition are the same as the WBC (World Barista Championship), a true 'Barista Olympics'. The championship is valid for the WBC (World Barista Championship).

SATURDAY 20  
JANUARY

11:30 -  
12:30

Vision Plaza -  
South Hall

**Opening**  
*Talk*  
[Click here](#)

## SIGEP Opening Ceremony

Language: Italian  
Simultaneous translation: English

Opening ceremony of the 45th edition of SIGEP, The Dolce World Expo.

SATURDAY 20  
JANUARY

11:30 -  
12:30

Gelato Lab - Pav.  
A7

**Sustainability**  
*Talk*  
[Click here](#)

## The importance of vegan certifications: quality and transparency from producer to consumer



**BEATRICE BALZANI**  
*Communication & Marketing Manager at*  
V LABEL

**organized by V- LABEL**

V LABEL Italia explores the world of vegan certification, focusing on the importance of the brand for

producers and consumers. An opportunity to learn more about vegan trends in the sector and the advantages that certification offers.

SATURDAY 20  
JANUARY

11:30 -  
12:30

Vision Plaza -  
South Hall

**Opening**  
*Talk*  
[Click here](#)

## SIGEP Opening Ceremony - With simultaneous translation into English

Language: Italian  
Simultaneous translation: English

Opening ceremony of the 45th edition of SIGEP, The Dolce World Expo.

SATURDAY 20  
JANUARY

12:00 -  
12:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## Modica PGI chocolate, presentation of CHO the real and unique IGP chocolate liqueur



**NINO SCIVOLETTO**  
*Consorzio Cioccolato di Modica*

**organized by Consorzio  
Cioccolato di Modica IGP**

**SALVATORE GAZZIANO**  
*Consorzio Pistacchio di Raffadali DOP*

**SALVATORE DAINO**  
*Consorzio Arancia di Ribera DOP*

"Three Master Chocolatiers from the consortium will prepare Modica chocolate from bitter cocoa paste to which they will add whole beet sugar from Italian beet. Characterising ingredients will be Ribera Dop orange peel and Raffadali Dop pistachio. In the ledwall, processing phases of the individual products and images of the territory will be shown. Organised by Consorzio Cioccolato di Modica IGP"

SATURDAY 20  
JANUARY

12:15 -  
12:45

Bakery Arena -  
Pav. D7

**Bakery**  
*Talk*  
[Click here](#)

## The flour and cereals market: dialogue with Molino DallaGiovanna

**organized by Richemont Club Italy**

SATURDAY 20  
JANUARY

13:00 -  
13:45

Gelato Lab - Pav.  
A7

**Gelato**  
Demo  
[Click here](#)

## Gelato Gems: Dessert Wine Cream with Dark Fig and Candied Nuts



**MARIAGRAZIA BAITO**

**organized by Confartigianato**



**GIORGIO VENUDO**

A unique sensory experience awaits gelato lovers as master gelato makers Giorgio Venudo and Mariagrazia Baito unveil their masterpiece: a dessert wine cream with the elegant touch of dark fig and the crunch of candied walnuts.

SATURDAY 20  
JANUARY

14:00 -  
14:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Sweet and salty. Challenges and opportunities for the Sweet Foodservice in the Italy.



**MATTEO FIGURA**

*Circana Executive Director, Foodservice Italy*

**organized by Circana**



**LINDA MORESCHI**

*Circana Account Manager, Client Development Foodservice Italia*

The desire for novelty and innovation, sustainability and well-being guide the choices of consumers away from home in a moment of uncertainty given by purchasing power and rising prices. What are the challenges of tomorrow for Sweet Foodservice? Matteo

Figura and Linda Moreschi from Circana will talk about it sharing relevant data and insights.

Talk by Circana

SATURDAY 20  
JANUARY

14:00 -  
14:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## FIC Lab

**organized by FIC Federazione Italiana Cuochi**

"New technologies for the kitchen of the future with low waste and respect for the environment. Show cooking by FIC Federazione Italiana Cuochi"

SATURDAY 20  
JANUARY

14:00 -  
15:00

Gelato Lab - Pav.  
A7

**Gelato**  
Talk  
[Click here](#)

## Ecuador: The best food Ingredients!

**organized by PRO ECUADOR**

Ecuador is a beautiful country located in the heart of South America, with 4 very well differentiated regions, from which come some of the best ingredients for the food industry. This afternoon we will have the pleasure of presenting both cocoa and fruit pulp, as ingredients for the ice cream/pastry industry, with the support of NUNAFRUT and CONEXION companies.

Pro Ecuador is the institution belonging to the Ministry of Production, Foreign Trade, Investment and Fisheries, promoter of Ecuadorian exports abroad, investment and tourism towards Ecuador

SATURDAY 20  
JANUARY

14:30 -  
15:30

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Young Ideas Presentation 2024

**organized by Richemont Club Italy**

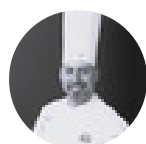
SATURDAY 20  
JANUARY

15:00 -  
16:00

Gelato Lab - Pav.  
A7

**Gelato**  
Demo  
[Click here](#)

## The gelato of Romagna



**FABIO GALLO**  
*Events Department Italian national  
chefs*

**organized by FIC - Federazione  
Italiana Cuochi**

The regional cuisine of Romagna reinterpreted in a minus-temperature key, ready to be enjoyed.



SATURDAY 20  
JANUARY

15:00 -  
16:00

Choco Arena - Pav.  
B1

**Chocolate**  
Competition  
[Click here](#)

## ChocoLOVE Contest

in collaboration with Chocolate Culture

The theme of the competition is Valentine's Day Cake with five categories to be compared: pastry, gelato parlour, bakery, catering and school. There will be 15 contestants, three per category, and they will have to bring in cakes they have already made. These will then be tasted by the judges who will decide on a winner for each category.

SATURDAY 20  
JANUARY

16:00 -  
16:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Meeting with Dr Carlo Di Cristo: leavening and fermentation



**CARLO DI CRISTO**  
*Expert baker and biologist*

**organized by Richemont Club  
Italy**

SATURDAY 20  
JANUARY

16:00 -  
16:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## ChocoLOVE Award Ceremony

SATURDAY 20  
JANUARY

16:00 -  
17:00

Pastry Arena - Pav.  
B5

**Pastry**  
Award Ceremony  
[Click here](#)

## Juniores Italian Pastry Championship - Award Ceremony

**organized by SIGEP in collaboration with CONPAIT**

Award Ceremony

The Italian Juniores Pastry and Chocolaterie Championship, promoted by Conpait and Sigep, on an annual basis, is a unique competition of its kind that is aimed at young recruits under 24 years of age, offering them a highly formative opportunity to test their skills and find worthy stimuli to kick-start a rewarding and successful career. A moment of the highest professional achievement, conceived and organised according to principles of integrity and fairness, all to give visibility to the future of the category, spreading among young people a healthy pride of belonging and profitable messages of goodness, quality, passion for work, love for beauty, creativity, collaboration and respect. These ethical factors are the foundations of a strong sector with solid roots and concrete future prospects.

The theme of the competition is '**A Sustainable Future**'.

Competition tests:

- Artistic presentation in sugar, pastillage or chocolate
- Single portion
- Chocolates

SATURDAY 20  
JANUARY

16:30 -  
17:15

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Award Ceremony  
[Click here](#)

## Innovation and Startup Award - With simultaneous translation into English

Language: Italian

Simultaneous translation: English

**organized by SIGEP in collaboration with ANGI - Associazione Nazionale Giovani Innovatori**

All exhibiting companies will be able to get involved and participate in a real competition, the SIGEP 2024 Innovation Award that will award, after a selection of the [Evaluation Committee](#), the 5 most innovative projects present at the fair in the following categories:

- Innovative product: products and/or services that introduce innovative concepts or ideas into the food, beverage or related technologies;
- Sustainability: products and/or services that reduce the environmental impact during production, use or disposal;
- Digital Innovation: products and/or services using cutting-edge digital technologies that improve operational efficiency, consumer experience or create new business models;
- Organic/Free From: foods that are distinguished by their biological quality, natural ingredients or the ability to be free of allergens such as gluten, lactose or other;
- Packaging: creative, sustainable and efficient packaging solutions that

improve product conservation, reduce waste, or provide a more practical and environmentally friendly consumer experience.

[READ THE RULES AND CANDIDATE](#)

SATURDAY 20  
JANUARY

16:30 -  
17:15

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
*Award Ceremony*  
[Click here](#)

## Innovation and Startup Award

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[READ THE RULES AND CANDIDATE](#)

SATURDAY 20  
JANUARY

16:30 -  
17:30

Gelato Lab - Pav.  
A7

**Gelato**  
*Talk*  
[Click here](#)

## Gelato Day and Gelato a Primavera 2024

**organized by Associazione Italiana Gelatieri**

Meeting with the Artelace Association for the press conference presenting "Gelato Day and Gelato in Spring 2024" and the twinning with the European Day of Artisan Gelato organised by Artelace and the Italian Ice Cream Makers Association, at Gelato Lab. Speakers will include the President of Acomag, Marco Cavedagni, the President of the UIF Gelato Products Group, Carlotta Fabbri, and Mirco Carloni, member of the Chamber of Deputies of the Italian Republic.

SATURDAY 20  
JANUARY

17:00 -  
17:30

Coffee Arena - Pav  
D1

**Coffee**  
*Competition*  
[Click here](#)

## CIBC Semifinals - Italian Barista Caffetteria Championship - Finalists Announcement

**organized by SIGEP in collaboration with SCA Italy and World Coffee Championships.**

The competition consists of preparing, in a maximum time of 15 minutes, 4 espressos, 4 coffee and hot milk drinks and 4 customised non-alcoholic espresso-based drinks, to be served to a panel of expert tasting judges. The rules of the competition are the same as the WBC (World Barista Championship), a true 'Barista Olympics'. The championship is valid for the WBC (World Barista Championship).

SATURDAY 20  
JANUARY

17:30 -  
18:00

Gelato Lab - Pav.  
A7

**Gelato**  
*Talk*  
[Click here](#)

## Associazione Italiana Gelatieri and Gelato Master School

**organized by Associazione Italiana Gelatieri**

Presentation of the new agreement between Italian Ice Cream Makers Association and Gelato Master School and presentation of the 2024 programme

# SUNDAY 21 JANUARY

SUNDAY 21  
JANUARY

09:30 -  
16:00

Gelato Lab - Pav.  
A7

**Gelato**  
Competition  
[Click here](#)

## Europe & Middle East challenge

**organized by Gelato Festival World Master**

Gelato Festival World Masters, the most important international competition for single gelato makers makes a stop at Sigep 2024 with the Europe Challenge. On January 21, 2024 in the Gelato Lab space (Hall A7) as many as 16 gelato makers will compete for the 3 places available for the European Finals scheduled for 2025.

During the competition day, the 16 contestants will prepare a recipe live and, at the end of the afternoon, will submit their gelato flavor to the evaluation of a jury composed of industry professionals. The award ceremony will be held at 5 p.m.

Partners of the initiative: Sigep - Italian Exhibition Group and Carpigiani.

With the 2022-25 edition Gelato Festival World Masters reaches its fourteenth year, having debuted in Florence in 2010 inspired by the conception of the first gelato recipe at the hands of the multifaceted architect Bernardo Buontalenti in 1559. Since then, the event has grown exponentially by expanding first to the rest of Italy, then to Europe and - since 2017 - to the United States as well, before embracing the entire planet with the Gelato Festival World Masters world championship, which involved more than 3,500 gelato makers with the 2017-2021 edition, which was won by Adam Fazekas from Budapest.

SUNDAY 21  
JANUARY

09:30 -  
16:00

Pastry Arena - Pav  
B5

**Pastry**  
Competition  
[Click here](#)

## Seniores Italian Pastry Championship

**organized by SIGEP in collaboration with Conpait**

The Italian Seniores Pastry and Chocolaterie Championship, promoted by Conpait and Sigep, on an annual basis, is a unique competition of its kind aimed at professional pastry chefs over 24 years of age. A moment of utmost professional importance, conceived and based on principles of integrity and fairness, all to give visibility to the future of the category, spreading among pastry chefs a healthy pride of belonging and profitable messages of goodness, quality, passion for work, love of beauty, creativity, collaboration and respect. These ethical factors form the foundations of a strong sector with solid roots and concrete future prospects.

The theme of the competition is: '**Travelling to the East**'.

Competition Tests:

- Artistic presentation in sugar, pastillage or chocolate
- Chocolate cake"

SUNDAY 21  
JANUARY

09:30 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## Coffee Roasting Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The roasting competition, which saw its international debut in 2013 in Nice, is spread over a busy three-day programme on green coffee classification, roasting and tasting of roasted coffee. The technical jury, under the supervision of an international judge, will be in charge of supervising and awarding the total score to the competitors at the end of the three days. The championship is valid for the WCRC (World Coffee Roasting Championship).

SUNDAY 21  
JANUARY

09:30 -  
17:00

Bakery Arena -  
Pav. D7

**Bakery**  
Competition  
[Click here](#)

## Young Ideas Contest

In collaboration with Richemont Club Italy and Richemont Club International

The Young Ideas contest is aimed at young people from Italian hotel schools and professional training institutions. The contest takes place in the Bakery Arena and represents an opportunity for young talents of the bakery art to compete by submitting themselves to the judgement of experts in the bakery sector and developing new skills through meetings with professionals and the development of innovative technologies.

The challenges of the 2024 edition:

- Ciabatta bread
- Free choice of bread
- Small-sized breads
- Viennoiserie
- Art piece on the theme "Guglielmo Marconi, 150 years since his birth".

There will also be demos and show cooking of an international nature, thanks to the participation of the delegations of China, Peru and Switzerland, 3 excellences bakery schools in charge of organizing the selections for the world championship "Bread In the City 2025". During the 5 days, finally, Associations and Partners will take turns on stage to explore new trends and discuss current and future scenarios in the industry.

SUNDAY 21  
JANUARY

09:30 -  
17:30

Gelato Arena -  
Pav. A5

**Gelato**  
Competition  
[Click here](#)

## Gelato World Cup

**organized by SIGEP and Gelato e Cultura, in collaboration with World Association of Chefs' Societies and Conpait**

"The world's most important international team competition dedicated to the sector is back at SIGEP 2024. This biennial event involves Gelato, Pastry, Chocolate and Ice Sculpture professionals from all over the world, offering them a unique opportunity for professional comparison and stimulation. The event takes place from Saturday 20 to Monday 22 January in the Gelato Arena (Hall A7). The 11 competing international teams will face the following competition challenges: decorated tub, single-portion glass, gelato cake, mystery box - cream, mystery box - fruit, entrée with gastronomic gelato, chocolate gelato snack, artistic piece and grand final buffet."

### COMPETING TEAMS:

- ARGENTINA
- BRAZIL
- CHINA
- CHINESE TAIPEI
- GERMANY
- HUNGARY
- ITALY
- MEXICO
- PERÙ
- SINGAPORE
- SOUTH KOREA

### Tests:

1. Decorated tub
2. Single portion in glass
3. Gelato cake
4. Mystery box with cream
5. Mystery box with fruit
6. Entrée with gelato gourmet
7. Chocolate gelato snacks
8. Artistic pieces:
  - Ice sculpture

- Chocolate sculpture
- Crunch sculpture

## 9. Final Gran Buffet

## 2024 Gelato World Cup: the partnership with Worldchefs is signed



Founded in 1928, the World Association of Chefs' Societies (Worldchefs) represents the largest international membership of food and beverage professionals dedicated to raising industry standards.

With over 240 national associations of member chefs, educational institutions and F&B companies, Worldchefs is the global voice of culinary professionals.

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SUNDAY 21  
JANUARY

10:00 -  
11:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## Chocolate: a mix of territory, innovation and sustainability

**organized by FIC Federazione Italiana Cuochi**

The Pastry Department of the Federazione Italiana Cuochi (Italian Federation of Chefs) will organise a series of cooking shows that aim to illustrate the thousands of nuances in the use of chocolate, while enhancing the territories that promote a mix of innovation and sustainability. Those in attendance will be able to taste them first-hand.



SUNDAY 21  
JANUARY

10:30 -  
11:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Financial instruments to support Italian companies that want to internationalise



**GABRIELLA SEVERI**  
*Senior external relations Simest*

**organized by SIMEST**

Facilitated financing for participation in international trade fairs, for the Temporary Manager or for the Ecological and Digital Transition of production processes.



**FRANCESCA ALICATA**  
*Head of External Relations SIMEST*

SUNDAY 21  
JANUARY

10:30 -  
12:00

Gardenia Room

**Bakery**  
Conference  
[Click here](#)

## Bread and communication: the ingredient that can't be seen



**ATENAIDE ARPONE**  
*Managing Editor at Italian Gourmet*

**organized by ASSIPAN**

Presentation of the survey «baking enterprises and communication policies», by Assipan and Format Research.



**PIERLUIGI ASCANI**  
*Format Research President*

Speaker: Pierluigi Ascani.

Following: Analysis and case history

of communication in baking.

Moderator: Atenaide Arpone

SUNDAY 21  
JANUARY

10:45 -  
16:30

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## Cup Tasters Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

In this competition, competitors will demonstrate their ability to distinguish the difference

SUNDAY 21  
JANUARY

10:45 -  
16:30

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## CIBC Final - Italian Barista Championship Cafeteria

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The competition consists of preparing, in a maximum time of 15 minutes, 4 espressos, 4 coffee and hot milk drinks and 4 customised non-alcoholic espresso-based drinks, to be served to a panel of expert tasting judges. The rules of the competition are the same as the WBC (World Barista Championship), a true 'Barista Olympics'. The championship is valid for the WBC (World Barista Championship).

SUNDAY 21  
JANUARY

11:00 -  
13:00

Neri Room 1-  
South Hall

**Bakery**  
Conference  
[Click here](#)

## Flours: between truth and mystifications. Countering fake news through scientific knowledge.



**GIORGIO DONEGANI**  
*Food Technologist*

**organized by Italmopa**



**LUIGI CATTIVELLI**  
*Director of CREA Center for Genomics  
and Bioinformatics Research*



**LUCA PIRETTA**  
*Professor of food allergies and  
intolerances at Università Campus  
Biomedico of Rome*



**FRANCA MARANGONI**  
*Scientific Director Nutrition Foundation  
of Italy*



**ALESSANDRA MARTI**  
*University of Milan - Associate  
Professor*

SUNDAY 21  
JANUARY

11:30 -  
12:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Outlook on the European Foodservice Industry - With simultaneous translation into Italian



**JOCHEN PINSKER**

*Industry Advisor Foodservice Europe,  
The NPD Group Inc*

Language: English

Simultaneous translation: Italian

**organized by Circana**

The main European foodservice markets are growing at different rates but consumers are united by similar concerns about purchasing power and the uncertainty of the economic context. But there are growth opportunities in different European countries. Jochen Pinsker, Vice President Foodservice Europe, will talk about challenges and opportunities in key European out-of-home markets with the support of Circana data.

SUNDAY 21  
JANUARY

11:30 -  
12:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Outlook on the European Foodservice Industry



**JOCHEN PINSKER**

*Industry Advisor Foodservice Europe,  
The NPD Group Inc*

Language: English

Simultaneous translation: Italian

**organized by Circana**

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SUNDAY 21  
JANUARY

12:00 -  
12:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## Callebaut's Journey To Sustainable Cocoa

organized by Cocoa Horizon

SUNDAY 21  
JANUARY

12:15 -  
13:15

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## White art and surroundings



**ALBERTO MOLINARI**  
*AIBI President & General Manager  
Puratos Italy*

organized by AIBI - Associazione  
Italiana Bakery Ingredients



**PALMINO POLI**  
*Vice-president of AIBI and ASSITOL  
Presidency Delegate for fairs and  
events*



**PIERLUIGI ASCANI**  
*Format Research President*

SUNDAY 21  
JANUARY

13:00 -  
13:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## Food for astronauts: initiatives in Latin America and Italy



**GISELLE CANAHUATI**  
*IILA Socio-economic Secretary*

organized by IILA -  
Organizzazione Italo Latino  
Americana



**TATIANA RIBEIRO VIANA**  
*IILA Technical-Scientific Secretary*



**ANTONIO GATTULLI**  
*Sales Director Sudalimenta SRL*

With the advancement of space technology, an increasing number of countries and actors are entering space and there are predictions of long-term space missions. As a result, power is becoming more important. The challenge is therefore to be able to meet the different needs of crews who spend an increasingly prolonged time in orbit. Companies conducting food research in space could positively impact the food we consume on Earth. This research could help address the challenge of feeding a growing global population, as well as the need for easy-to-prepare and consuming food during emergencies.

Interesting initiatives have arisen in Latin America and Italy, and entrepreneurial forces are operating, aware of the importance of what is at stake. Faithful to its mission as a bridge between the two continents, the IILA with a series of initiatives and projects facilitates dialogue and the exchange of information and knowledge for the sustainable development of space in its member countries.

SUNDAY 21  
JANUARY

13:30 -  
14:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Communicating the excellence of raw materials and practicing sustainability



**ELISABETTA CUGINI**  
*Dolcesalato Journalist*

**organized by Dolcesalato**

SUNDAY 21  
JANUARY

14:30 -  
15:15

Vision Plaza -  
South Hall

**Pastry**

Talk

[Click here](#)

## Different Visions, Great Ideas, among the best pastry chefs in the world



**IGINIO MASSARI**  
*Ambasciatori Pasticceri dell'Eccellenza  
Italiana President*



**GIANCARLO PALAZZONE**



**JACOB TORREBLANCA**



**PASCAL LAC**

**ROLF MÜRNER**

Language: Italian

Simultaneous translation: English

Cured by: Iginio Massari

Iginio Massari presents us with some companies in the sector from different geographical areas, which have been able to establish themselves and become a point of reference, thanks to their ability to best express their potential. Multiple aspects, different nuances, as in a kaleidoscope that continually changes, which captures attention and fascinates. Four Masters who tell us their vision of pastry making and their future plans.

SUNDAY 21  
JANUARY

15:15 -  
15:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Richemont Club Italy and SIGEP meet FIPPA's President Giancarlo Ceccolini

**GIANCARLO CECCOLINI**

*President of Fippa, Italian Federation of bakers and pastry chefs.*

**organized by Richemont Club Italy**

meeting with Alex Revelli,  
gastrosophi and

professor at the San Raffaele University of Rome

SUNDAY 21  
JANUARY

15:50 -  
17:00

Vision Plaza -  
South Hall

**Pastry**  
Talk  
[Click here](#)

## Real showcase versus virtual showcase - With simultaneous translation into English

**IGINIO MASSARI**

*Ambasciatori Pasticceri dell'Eccellenza Italiana President*

**GUIDO CASTAGNA**

*Chocolatier and Roaster*

**EUGENIO MORRONE**

*Gelato Chef*

Language: Italian

Simultaneous translation: English

## organized by APEI - Ambasciatori Pasticceri dell'Eccellenza Italiana

Talk organised by APEI, with the participation of entrepreneur Chicco Cerea, Maestro Iginio Massari, chocolatier Guido Castagna and gelato maker Eugenio Morrone, who will exchange ideas with an architect and a communication expert.

SUNDAY 21

JANUARY

15:50 -

17:00

Vision Plaza -  
South Hall

**Pastry**

Talk

[Click here](#)

## Real showcase versus virtual showcase



**IGINIO MASSARI**

*Ambasciatori Pasticceri dell'Eccellenza  
Italiana President*



**GUIDO CASTAGNA**

*Chocolatier and Roaster*



**EUGENIO MORRONE**

*Gelato Chef*

Language: Italian

Simultaneous translation: English

## organized by APEI - Ambasciatori Pasticceri dell'Eccellenza Italiana

Organised by APEI - Pastry Ambassadors of Italian Excellence

Talk organised by APEI, with the participation of entrepreneur Chicco Cerea, Maestro Iginio Massari, chocolatier Guido Castagna and ice-cream maker Eugenio Morrone, who will exchange ideas with an architect and a communication expert.  
Organised by APEI - Pastry Ambassadors of Italian Excellence

SUNDAY 21

JANUARY

16:00 -

16:30

Gelato Lab - Pav.  
A7

**Gelato**

*Award Ceremony*

[Click here](#)

## Europe & Middle East challenge Challenge Award Ceremony

### organized by Gelato Festival World Masters

Gelato Festival World Masters, the most important international competition for single gelato makers makes a stop at Sigep 2024 with the Europe Challenge. On January 21, 2024 in the Gelato Lab space (Hall A7) as many as 16 gelato makers will compete for the 3 places available for the European Finals scheduled for 2025.

During the competition day, the 16 contestants will prepare a recipe live and, at the end of the afternoon, will submit their gelato flavor to the evaluation of a jury composed of industry professionals. The award ceremony will be held at 5 p.m.

Partners of the initiative: Sigep - Italian Exhibition Group and Carpigiani.

With the 2022-25 edition Gelato Festival World Masters reaches its fourteenth year, having debuted in Florence in 2010 inspired by the conception of the first gelato recipe at the hands of the multifaceted architect Bernardo Buontalenti in 1559. Since then, the event has grown exponentially by expanding first to the rest of Italy, then to Europe and - since 2017 - to the United States as well, before embracing the entire planet with the Gelato Festival World Masters world championship, which involved more than 3,500 gelato makers with the 2017-2021 edition, which was won by Adam Fazekas from Budapest.

SUNDAY 21  
JANUARY

16:00 -  
16:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## Characterization of Central American cocoa



**GISELLE CANAHUATI**  
*IIIA Socio-economic Secretary*

**organized by IIIA -  
Oragnizzazione Italo Latino  
Americana**



**PAOLO BLASI**  
*University of Bologna Associate  
professor*

Presentation of the results of laboratory analysis carried out on cocoa samples from Central America at the Italian Universities: University of Perugia for Epigenetic Analysis, University of Bologna for the Analysis

of the content of polyphenols, University of Naples Federico II for the Analysis of the volatile component.

SUNDAY 21  
JANUARY

16:00 -  
16:45

**Bakery**  
Talk  
[Click here](#)

## How bread changes



**ATENAIDE ARPONE**  
*Managing Editor at Italian Gourmet*

**organized by Italian Gourmet**



**ANTONIO FOLLADOR**  
*Master Baker*



**UGO BASSIGNANI**  
*Master Baker*

Master Ugo Bassignani presents his new book for Italian Gourmet "Idees of Bread – Technique and imagination in the Bakery", with the participation of Antonio Follador



SUNDAY 21  
JANUARY

16:00 -  
17:00

Pastry Arena - Pav  
B5

**Pastry**  
Award Ceremony  
[Click here](#)

## Seniores Italian Pastry Championship - Award Ceremony

**organized by SIGEP in collaboration with Conpait**

Award Ceremony.

The Italian Seniores Pastry and Chocolaterie Championship, promoted by Conpait and Sigep, on an annual basis, is a unique competition of its kind aimed at professional pastry chefs over 24 years of age. A moment of utmost professional importance, conceived and based on principles of integrity and fairness, all to give visibility to the future of the category, spreading among pastry chefs a healthy pride of belonging and profitable messages of goodness, quality, passion for work, love of beauty, creativity, collaboration and respect. These ethical factors form the foundations of a strong sector with solid roots and concrete future prospects.

The theme of the competition is: '**Travelling to the East**'.

Competition Tests:

- Artistic presentation in sugar, pastillage or chocolate
- Chocolate cake"

SUNDAY 21  
JANUARY

16:00 -  
18:00

Area Associazione  
Italiana Gelatieri

**Gelato**  
Award Ceremony  
[Click here](#)

## World Championship Granita Siciliana – Award “Polvere di stelle” Taste orange

**organized by Associazione Italiana Gelatieri**

SUNDAY 21  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
Award Ceremony  
[Click here](#)

## CIBC Prize-Giving - Italian Baristi Caffetteria Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The competition consists of preparing, in a maximum time of 15 minutes, 4 espressos, 4 coffee and hot milk drinks and 4 customised non-alcoholic espresso-based drinks, to be served to a panel of expert tasting judges. The rules of the competition are the same as the WBC (World Barista Championship), a true 'Barista Olympics'. The championship is valid for the WBC (World Barista Championship).

SUNDAY 21  
JANUARY

17:00 -  
17:30

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Equipment for a modern bakery: talk with POLIN

**organized by Richemont Club Italy**

SUNDAY 21  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
Award Ceremony  
[Click here](#)

## Cup Tasters Italian Championship Prize-Giving

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

In this competition, competitors will demonstrate their ability to distinguish the difference

SUNDAY 21  
JANUARY

17:00 -  
17:45

Vision Plaza -  
South Hall

**Pastry**  
Talk  
[Click here](#)

## Artificial intelligence



**GIANLUCA ANTONELLI**

**organized by APEI - Ambasciatori  
Pasticceri dell'Eccellenza Italiana**



**IGINIO MASSARI**  
*Ambasciatori Pasticceri dell'Eccellenza  
Italiana President*



**PIERMAURIZIO DI RIENZO**

SUNDAY 21  
JANUARY

17:00 -  
17:45

Choco Arena - Pav.  
B1

**Chocolate**  
Conference  
[Click here](#)

## The Cocoa GI (Geographical Indication) of Indonesia: a path of quality and certified origin



**DAVIDE GUARNACCIA**  
*Laerbium*

**organized by Consorzio  
Cioccolato di Modica IGP**

**LUCA VALDETTARA**  
*CSQA Certifications*

**GAETANO SERVIDIO**  
*Arise + Indonesia*



**NINO SCIVOLETT O**  
*Consorzio Cioccolato di Modica*

Examination of the application file for European PGI certification for cocoa from the Berau district in Indonesia. The project, in collaboration with the Consorzio di Tutela del Cioccolato di Modica IGP (Consortium for the Protection of Modica PGI chocolate), is on the home stretch for the coveted certification. European GI certification projects for Costa Rica and Ecuador district of Esmeralda COCOA project will be announced.

A recent study confirms the excellent characteristics of this cocoa and lays the foundations for "the first certified chain from cocoa to chocolate".

# MONDAY 22 JANUARY

MONDAY 22  
JANUARY

09:00 -  
12:00

Choco Arena - Pav.  
B1

**Chocolate**  
Competition  
[Click here](#)

## Young Leaveners in competition

**organized by Accademia Maestri del Lievito Madre e del Panettone Italiano**

Organised by the Accademia Maestri del Lievito Madre e del Panettone Italiano and Goloasi srl, the Artisan Colomba Team Championship will see members under 30 compete in the first edition of 'Giovani Lievitisti a Confronto'. This is an important promotional opportunity to bring together young master confectioners from all over Italy, who can make their creations known and appreciated at national level. The best artisan Colomba of the year will be awarded in three categories: "Best Traditional Artisan Colomba", "Best Artisan Chocolate Colomba" and the "Best Innovative Colomba". The judging panel will be composed of members from the Accademia Maestri del Lievito Madre e del Panettone Italiano.

MONDAY 22  
JANUARY

09:30 -  
16:00

Gelato Arena -  
Pav. A5

**Gelato**  
Competition  
[Click here](#)

## Gelato World Cup

**organized by SIGEP and Gelato e Cultura, in collaboration with World Association of Chefs' Societies and Conpait**

"The world's most important international team competition dedicated to the sector is back at SIGEP 2024. This biennial event involves Gelato, Pastry, Chocolate and Ice Sculpture professionals from all over the world, offering them a unique opportunity for professional comparison and stimulation. The event takes place from Saturday 20 to Monday 22 January in the Gelato Arena (Hall A7). The 11 competing international teams will face the following competition challenges: decorated tub, single-portion glass, gelato cake, mystery box - cream, mystery box - fruit, entrée with gastronomic gelato, chocolate gelato snack, artistic piece and grand final buffet."

### COMPETING TEAMS:

- ARGENTINA
- BRAZIL
- CHINA
- CHINESE TAIPEI
- GERMANY
- HUNGARY
- ITALY
- MEXICO
- PERÙ

- SINGAPORE
  - SOUTH KOREA
- 

### Tests:

1. Decorated tub
2. Single portion in glass
3. Gelato cake
4. Mystery box with cream
5. Mystery box with fruit
6. Entrée with gelato gourmet
7. Chocolate gelato snacks
8. Artistic pieces:
  - Ice sculpture
  - Chocolate sculpture
  - Crunch sculpture
9. Final Gran Buffet

## 2024 Gelato World Cup: the partnership with Worldchefs is signed



Founded in 1928, the World Association of Chefs' Societies (Worldchefs) represents the largest international membership of food and beverage professionals dedicated to raising industry standards.

With over 240 national associations of member chefs, educational institutions and F&B companies, Worldchefs is the global voice of culinary professionals.

*"We are proud to enter into this exciting collaboration with the Gelato World Cup, an event that provides such a great opportunity for competition excellence and international camaraderie", says Ragnar Fridriksson, Worldchefs Managing Director. "We share a common commitment to enhancing the excellence of global cuisines and providing opportunities for culinary professionals in all sectors. We look forward to January 2024!"*

MONDAY 22  
JANUARY

09:30 -  
16:30

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## Brewers Cup Italian Championship

**organized by SIGEP in collaboration with SCA Italy and World Coffee Championships.**

"This method of preparation is widespread in the Nordic countries, the United States and Asian countries, and is also gaining interest in Italy. The coffee will be brewed by the contestants using so-called manual 'pourover' methods, i.e. using filtration systems where the barista will pour hot water over the coffee powder, which will be retained by a filter. The participants, who will prepare 3 drinks each to be served to 3 sensory judges, will have to try not only to obtain good coffee, but also to prepare it correctly with a solids value that will be measured by the judges with a 'refractometer'. The championship is valid for the WBC (World Brewers Cup).

MONDAY 22  
JANUARY

09:30 -  
16:30

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## CILA - Latte Art Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships**

In this championship, competitors will have to showcase their manual skills and artistic :

MONDAY 22  
JANUARY

09:30 -  
16:30

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## CIGS - Coffee In Good Spirits Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

Coffee in Good Spirits is a fascinating discipline that combines the worlds of coffee and bartending to create classic or fancy drinks. In this type of competition, competitors will have 10 minutes to prepare two Irish coffees and two cocktails, hot or cold, based on hot coffee and spirits. The championship is valid for the WCIGS (World Coffee in Good Spirits Championship).

MONDAY 22  
JANUARY

09:30 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**  
*Competition*  
[Click here](#)

## Coffee Roasting Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The roasting competition, which saw its international debut in 2013 in Nice, is spread over a busy three-day programme on green coffee classification, roasting and tasting of roasted coffee. The technical jury, under the supervision of an international judge, will be in charge of supervising and awarding the total score to the competitors at the end of the three days. The championship is valid for the WCRC (World Coffee Roasting Championship).

MONDAY 22  
JANUARY

09:30 -  
17:00

Bakery Arena -  
Pav. D7

**Bakery**  
*Competition*  
[Click here](#)

## Young Ideas Contest

In collaboration with Richemont Club Italy and Richemont Club International

The Young Ideas contest is aimed at young people from Italian hotel schools and professional training institutions. The contest takes place in the Bakery Arena and represents an opportunity for young talents of the bakery art to compete by submitting themselves to the judgement of experts in the bakery sector and developing new skills through meetings with professionals and the development of innovative technologies.

The challenges of the 2024 edition:

- Ciabatta bread
- Free choice of bread
- Small-sized breads
- Viennoiserie
- Art piece on the theme "Guglielmo Marconi, 150 years since his birth".

There will also be demos and show cooking of an international nature, thanks to the participation of the delegations of China, Peru and Switzerland, 3 excellences bakery schools in charge of organizing the selections for the world championship "Bread In the City 2025". During the 5 days, finally, Associations and Partners will take turns on stage to explore new trends and discuss current and future scenarios in the industry.

MONDAY 22  
JANUARY

09:30 -  
17:30

Pastry Arena - Pav  
B5

**Pastry**  
Competition  
[Click here](#)

## Juniores Pastry World Cup

The Juniores Pastry World Cup is a unique team event and is aimed at young recruits under 23 years of age, offering them a highly formative opportunity to test their skills and find worthy stimuli to kick-start a rewarding and successful career.

The theme of the competition is **Myths and Legends**.

Relating a myth or legend from our own country is an important way of enhancing our nation's culture and history through its pastry chefs' creations.

Competition tests:

- Artistic presentation in chocolate
- Street food desserts from the participant's country of origin
- Artistic presentation in sugar
- Modern chocolate cake
- Vegan sorbet glass
- Coffee plated dessert"

MONDAY 22  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Richemont Club International Presidents show the breads of the world

**organized by Richemont Club Italy and Richemont Club International**

MONDAY 22  
JANUARY

10:30 -  
11:15

Gelato Lab - Pav.  
A7

**Gelato**  
Talk  
[Click here](#)

## Gelato in its technical and clinical evolution combined with energy saving



**MARTINO LIUZZI**

*Artisan Gelato Study Center and the  
Agugliano Festival Artisan Gelato  
Association President*

**organized by Centro Studi Gelato  
artigianale**

Ice cream is a food in its structural integrity. Today, the ice-cream maker

has easy access to the continuous research that the Centro studi Gelato artigianale carries out meticulously in its laboratory to optimise an ice-cream rich in nutrients, but at the same time achieve energy savings due to innovations in reducing sugar intakes. All this leads to an increase in the palatability of the ice cream combined with the right texture (neither liquid nor solid), an increase in amino acid properties, a sharp decrease in sugars and constant structural stability.



MONDAY 22  
JANUARY

10:30 -  
12:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

All crazy about panettone: leavened cake is no longer a trend - With simultaneous translation into English



**ALBERTO MOLINARI**  
*AIBI President & General Manager  
Puratos Italy*



**DIEGO CROSARA**  
*Pasticceria Marchesi 1824, Milano*



**LUIGI BIASETTO**  
*Pasticceria Biasetto, Padua*



**SANDRO FERRETTI**  
*Ferretti Dessert*

Language: Italian

Simultaneous translation: English

**organized by AMPI - Accademia Maestri Pasticceri Italiani**

MONDAY 22  
JANUARY

10:30 -  
12:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

All crazy about panettone: leavened cake is no longer a trend



**ALBERTO MOLINARI**  
*AIBI President & General Manager  
Puratos Italy*



**DIEGO CROSARA**  
*Pasticceria Marchesi 1824, Milano*



**LUIGI BIASETTO**  
*Pasticceria Biasetto, Padua*



**SANDRO FERRETTI**  
*Ferretti Dessert*

Language: Italian  
Simultaneous translation: English

**organized by AMPI - Accademia Maestri Pasticceri Italiani**

MONDAY 22  
JANUARY

11:30 -  
12:00

Gardenia Room

**Innovation &  
Trends**

Talk

[Click here](#)

## Italian yeast: a story of excellence

Simultaneous translation: English

**organized by ASSITOL**

The participants include Pietro Grechi of ASSITOL's Lievito Group, Claudio Bersellini, industrial director of Lesaffre, and Jacopo Vaja Zurli, EMEA Energy Manager of AB Mauri. Moderator: Carlotta Trucillo, deputy director of ASSITOL

MONDAY 22  
JANUARY

11:30 -  
12:30

Gelato Lab - Pav.  
A7

**Gelato**

Talk

[Click here](#)

## A mix of innovation and tradition for the takeaway world



**RICCARDO MAGNI**  
*Pastry Chef*

**organized by Comprital**

MONDAY 22  
JANUARY

11:30 -  
13:00

Gardenia Room

**Bakery**

Conference

[Click here](#)

## Italian yeast: a story of excellence



**PIETRO GRECHI**  
*Gruppo Lievito da zuccheri ASSITOL*

**organized by Assitol**

**CLAUDIO BERSELLINI**  
*Industrial Director Lesaffre Italia*



**JACOPO VAJA ZURLI**  
*Energy Manager AB MAURI*

Partecipano Pietro Grechi del Gruppo Lievito di ASSITOL, Claudio Bersellini, industrial director di Lesaffre, e Jacopo Vaja Zurli, EMEA Energy Manager di AB Mauri. Modera Carlotta Trucillo, vicedirettore di ASSITOL

MONDAY 22  
JANUARY

12:00 -  
12:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## Giovani Lievitisti a confronto prize-giving

MONDAY 22  
JANUARY

12:15 -  
12:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
*Talk*  
[Click here](#)

## Branded catering in Spain: possible similarities

Language: Italian

Simultaneous translation: English

**organized by Marcas de Restauración**

Talk by Adriana Bonezzi, General Manager of Marcas de Restauración

MONDAY 22  
JANUARY

12:15 -  
12:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
*Talk*  
[Click here](#)

## Branded catering in Spain: possible similarities - With simultaneous translation into English

Language: Italian

Simultaneous translation: English

**organized by Marcas de Restauración**

Talk by Adriana Bonezzi, General Manager of Marcas de Restauración

MONDAY 22  
JANUARY

13:00 -  
14:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Innovation and digitalisation in pastry and gelato shops

**organized by FIPE - Federazione Italiana Pubblici Esercizi**

MONDAY 22  
JANUARY

14:00 -  
14:45

Choco Arena - Pav.  
B1

**Chocolate**

Talk

[Click here](#)

## EVO-CHOC TASTING EXPERIENCE - Modica chocolate encounters extra-virgin olive oil



**SABRINA PUPILLO**

*Food technologist*



**MIRCO DELLA VECCHIA**

*Master Chocolatier*



**DANIELE GIURDANELLA**

*Master Chocolatier*

**organized by Consorzio  
Cioccolato di Modica IGP**

In collaboration with Consorzio  
Cioccolato di Modica

A workshop to discover the sensory characteristics and particular features of Modica PGI chocolate and extra virgin olive oil guided by a Master Chocolatier and a professional EVO oil taster. Extra-virgin olive oils from different parts of Italy, with different sensory profiles, will be combined with Modica chocolate and used to make extra-virgin pralines for an experience that will stimulate all the senses through two products that are symbols of Made in Italy and quality craftsmanship. Proposed in tasting three EVO oils in combination with 60% Modica IGP chocolate.

Organised by Sabrina Pupillo - Food Technologist and Mirco della Vecchia - Master Chocolatier. In collaboration with Consorzio Cioccolato di Modica

MONDAY 22  
JANUARY

14:30 -  
15:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

*Talk*

[Click here](#)

## An update from the European Craft & Traditional Bakers and Confectioners

Language: Spanish

Simultaneous translation: English

**organized by CEOPPAN -Confederación Española de Panadería, Pastelería, Bollería y Afines**

MONDAY 22  
JANUARY

14:30 -  
15:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

*Talk*

[Click here](#)

## An update from the European Craft & Traditional Bakers and Confectioners - With simultaneous translation into English

Language: Spanish

Simultaneous translation: English

**organized by CEOPPAN -Confederación Española de Panadería, Pastelería, Bollería y Afines**

MONDAY 22  
JANUARY

14:30 -  
16:30

Gelato Lab - Pav.  
A7

**Gelato**

*Award Ceremony*

[Click here](#)

## Italian Gelato Parlour Guide 2024

**organized by Gambero Rosso**

As every year, SIGEP will see the presentation of Gambero Rosso's Italian Gelato Maker's Guide. The volume, now in its eighth edition, photographs the world of sub-zero, selecting, region by region, the addresses not to be missed. The best ice cream parlours in Italy will be presented, as usual, with the Three Cones, the highest recognition. Awarded by Gambero Rosso.

MONDAY 22  
JANUARY

15:00 -  
16:00

Choco Arena - Pav.  
B1

**Chocolate  
Conference**  
[Click here](#)

## Climate inflation: what awaits us in the future



**FRANCESCA PET RINI**

*National President of CNA  
Agroalimentare*

**organized by CNA  
Agroalimentare Nazionale**

The conference aims to address climate inflation and the relationship between climate/production, climate/food and health.



**LUCA MERCALLI**

*Climatologist and scientific  
communicator*



**SERENA GIACOMINI**

*Physics and Climatologist, president of  
Italian Climate Network.*

MONDAY 22  
JANUARY

15:15 -  
15:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Outlook on the Italian Foodservice Industry



**MATTEO FIGURA**

*Circana Executive Director, Foodservice  
Italy*

**organized by Circana**

Out-of-home consumers needs have changed in recent years. In Italy, the use of bars and restaurants take into

consideration a new idea of mobility and way we spent time out of home. What are the market growth rates in this new context? How did 2023 perform and what are the expectations for the future? Matteo Figura, Executive Director Foodservice Italy, will answer these and other questions, with the support of Circana data, identifying the growth opportunities given by the dynamics of out-of-home consumption in Italy.

Talk by Circana

MONDAY 22  
JANUARY

15:15 -  
15:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## Ancient grains: true value or business?

**organized by Richemont Club Italy**

MONDAY 22  
JANUARY

16:00 -  
16:30

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## MATER FERMENTUM: The genesis of fermented pasta



**LIVIA CHIRIOTTI**

*Pasticceria Internazionale Editorial  
Director*

**organized by Pasticceria  
Internazionale**



**GIAMBATTISTA MONTANARI**

*Pastry Chef*

Giambattista Montanari offers updated interpretations of the fascinating world of leavened products, codifying the working method based on measurement and calculation, to control the many variables with which the artisan must

deal. By testing, measuring and correcting, he provides an excellent guide to finding personal answers and valuable indications for developing one's own working method, even a creative one. Here is the genesis of Montanari's new book, the third!

Presented by Livia Chiriotti of Pasticceria Internazionale – Chiriotti Editori

MONDAY 22  
JANUARY

16:00 -  
16:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## Coffee Silver Skin: an opportunity to enhance a by-product of the food industry in a green and circular economy perspective



**MANUELA RODRIGUEZ**

*PhD, Prof Pharmaceutical Chemistry*

**organized by IILA -  
Oragnizzazione Italo Latino  
Americana**

"Abstract: The project aims to optimize a sustainable method to obtain CS extracts with a high amount of antioxidant/antimicrobial compounds through a green extraction process based on innovative technologies. Preliminary studies conducted in our laboratories have confirmed that CS is rich in both low molecular weight molecules (LMW) as well as high molecular weight (HMW) compounds. The LMW fractions, obtained using green extraction methodologies, are rich in caffeine, phenolic acids, alkaloids, with known antioxidant, antimicrobial and UV-protective capabilities, all compounds with high added value for possible use, e.g., as solid supports in fermentation processes or for important applications in the food and pharmaceutical industry (such as food packaging/medical and hygiene applications). On the other hand, the green-extraction residue is still of great value as it consists of phenolic compounds and dietary fibers such as lignin, cellulose, hemicellulose, inulin and beta-glucans (HMW), that constitute soluble dietary fiber and insoluble dietary fiber. These fibers show great potential to be used directly as food ingredients in solid foods as various baked goods -without altering their preparation, palatability and/or the quality of the final product- and which can be consumed in cases of reduced energy intake and specific nutritional needs-, or to be integrated into biodegradable or recyclable polymers in order to design new environmentally sustainable active materials (e.g. containers or trays for food use) that, in a circular economy perspective, can have a positive impact on the environment and people's daily lives."



MONDAY 22  
JANUARY

16:00 -  
17:00

Vision Plaza -  
South Hall

**Coffee**  
Talk  
[Click here](#)

## The future of coffee: what can change from now on



**ALESSANDRO MAZZOCCO**

*General manager Ofi Olam Food  
Ingredients*



**ALESSANDRO GALTIERI**

*Coffee champion, barista, judge and  
Sca authorized trainer*



**DAVIDE COBELLI**

*SCA Italy National Coordinator*



**MICHELE CANNONE**

*Lavazza Global Brand Director Away  
from Home - Lavazza Group*



**MAURIZIO GIULI**

*Executive for corporate strategy  
Simonelli Group and Vice President of  
Ucimac*

**TOMMASO NASTASI**

*Senior Partner - Deloitte Value Creation Service  
Leader*



**SARA MASON**

*Head of Sustainability Engagement -  
Coffee di Ofi*

Language: Italian

Simultaneous translation: English

**organized by Comunicaffè**

Speakers:

Michele Cannone - Lavazza Global Brand Away from Home director

Davide Cobelli - CEO Micro Roastery Specialty Garage Coffee Bros., Campione Italiano Roasting 2020, Consulente e Trainer Autorizzato SCA e National Coordinator SCA Italy

Alessandro Galtieri - Campione di caffetteria, barista, giudice e trainer autorizzato Sca

Maurizio Giuli - Chief Strategy officer Simonelli Group e vice presidente dell'Ucimag -  
Associazione dei costruttori italiani delle macchine per l'espresso

Alessandro Mazzocco - General manager Ofi Olam Food Ingredients con Sara  
Mason - Head of Sustainability Engagement - Coffee di Ofi e specialista di EUDR

Tommaso Nastasi - Senior Partner - Deloitte Value Creation Service Leader

Moderator: Mario Vicentini - Comunicaffè

MONDAY 22  
JANUARY

16:00 -

17:00

Vision Plaza -  
South Hall

**Coffee**

Talk

[Click here](#)

## The future of coffee: what can change from now on - With simultaneous translation into English



**ALESSANDRO MAZZOCCO**

*General manager Ofi Olam Food  
Ingredients*



**ALESSANDRO GALTIERI**

*Coffee champion, barista, judge and  
Sca authorized trainer*



**DAVIDE COBELLI**

*SCA Italy National Coordinator*



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**SARA MASON**

*Head of Sustainability Engagement -  
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Language: Italian

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Alessandro Mazzocco - General manager Ofi Olam Food Ingredients con Sara Mason - Head of Sustainability Engagement - Coffee di Ofi e specialista di EUDR

Tommaso Nastasi - Senior Partner - Deloitte Value Creation Service Leader

Moderator: Mario Vicentini - Comunicaffè

MONDAY 22  
JANUARY

16:00 -  
18:00

Area Associazione  
Italiana Gelatieri

### **Gelato**

*Award Ceremony*

[Click here](#)

## International Award "Il carrettino d'oro" - Pistachio taste

**organized by Associazione Italiana Gelatieri**

MONDAY 22  
JANUARY

17:00 -  
17:15

Coffee Arena -  
Pad. D1

### **Coffee**

*Competition*

[Click here](#)

## CILA - Latte Art Italian Championship - Finalists announcement

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships**

In this championship, competitors will have to showcase their manual skills and artistic :

MONDAY 22  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
Award Ceremony  
[Click here](#)

## CIGS - Coffee In Good Spirits Italian Championship Prize-Giving

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

Coffee in Good Spirits is a fascinating discipline that combines the worlds of coffee and bartending to create classic or fancy drinks. In this type of competition, competitors will have 10 minutes to prepare two Irish coffees and two cocktails, hot or cold, based on hot coffee and spirits. The championship is valid for the WCIGS (World Coffee in Good Spirits Championship)

MONDAY 22  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
Award Ceremony  
[Click here](#)

## Brewers Cup Italian Championship Prize-Giving

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

Award Ceremony.

MONDAY 22  
JANUARY

17:00 -  
18:00

Vision Plaza -  
South Hall

**Coffee**  
Talk  
[Click here](#)

## Sustainability: coffee and cocoa cases - With simultaneous translation into English



**PAOLO ANDRIGO**

*Director in Accenture and coffee expert*



**MAX FABIAN**

*Past President Consiglio Mondiale Ico,  
International Coffee Organization*



**SERGIO BARBARISI**

*International Key Accounts Manager  
BWT water+more*



**ANDREJ GODINA**

*Coffee Expert and PhD in Science,  
Technology and Economics in the Coffee  
Industry*



**ADRIANA BUSTAMANTE ROMERO**

*Sustainability manager for Honduras*



**MARIO CERUTTI**

*Director of Sustainability Lavazza,  
Secretary of the Lavazza Foundation*

Language: Italian

Simultaneous translation: English

**organized by Comunicaffè**

MONDAY 22  
JANUARY

17:00 -  
18:00

Vision Plaza -  
South Hall

**Coffee**

*Talk*

[Click here](#)

## Sustainability: coffee and cocoa cases



**PAOLO ANDRIGO**

*Director in Accenture and coffee expert*



**MAX FABIAN**

*Past President Consiglio Mondiale Ico,  
International Coffee Organization*



**SERGIO BARBARISI**

*International Key Accounts Manager  
BWT water+more*



**ANDREJ GODINA**

*Coffee Expert and PhD in Science,  
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**ADRIANA BUSTAMANTE ROMERO**

*Sustainability manager for Honduras*



**MARIO CERUTTI**

*Director of Sustainability Lavazza,  
Secretary of the Lavazza Foundation*

Language: Italian

Simultaneous translation: English

organized by **Comunicaffè**

MONDAY 22  
JANUARY

17:00 -  
18:00

Gelato Arena -  
Pav. A5

**Gelato**  
*Award Ceremony*  
[Click here](#)

## Gelato World Cup - Award ceremony

**organized by SIGEP and Gelato e Cultura, in collaboration with World Association of Chefs' Societies and Conpait**

Prize-giving ceremony of the 10th Gelato World Cup.

"The world's most important international team competition dedicated to the sector is back at SIGEP 2024. This biennial event involves Gelato, Pastry, Chocolate and Ice Sculpture professionals from all over the world, offering them a unique opportunity for professional comparison and stimulation. The event takes place from Saturday 20 to Monday 22 January in the Gelato Arena (Hall A7). The 11 competing international teams will face the following competition challenges: decorated tub, single-portion glass, gelato cake, mystery box - cream, mystery box - fruit, entrée with gastronomic gelato, chocolate gelato snack, artistic piece and grand final buffet."

### COMPETING TEAMS:

- ARGENTINA
- BRAZIL
- CHINA
- CHINESE TAIPEI
- GERMANY
- HUNGARY
- ITALY
- MEXICO
- PERÙ
- SINGAPORE
- SOUTH KOREA

### Tests:

1. Decorated tub
2. Single portion in glass
3. Gelato cake
4. Mystery box with cream
5. Mystery box with fruit
6. Entrée with gelato gourmet
7. Chocolate gelato snacks
8. Artistic pieces:

- Ice sculpture
- Chocolate sculpture
- Crunch sculpture

## 9. Final Gran Buffet

# 2024 Gelato World Cup: the partnership with Worldchefs is signed



Founded in 1928, the World Association of Chefs' Societies (Worldchefs) represents the largest international membership of food and beverage professionals dedicated to raising industry standards.

With over 240 national associations of member chefs, educational institutions and F&B companies, Worldchefs is the global voice of culinary professionals.

*"We are proud to enter into this exciting collaboration with the Gelato World Cup, an event that provides such a great opportunity for competition excellence and international camaraderie", says Ragnar Fridriksson, Worldchefs Managing Director. "We share a common commitment to enhancing the excellence of global cuisines and providing opportunities for culinary professionals in all sectors. We look forward to January 2024!"*

# TUESDAY 23 JANUARY

TUESDAY 23  
JANUARY

09:30 -  
11:45

Choco Arena - Pav.  
B1

**Chocolate**  
Competition  
[Click here](#)

## Italian Panettone World Cup Final - Traditional panettone

**organized by Panettone World Cup**

Master pastry chefs from all over Italy will convene at Sigep to challenge each other for the title of Italian Champion of the Panettone World Cup. The event is organised by Maestro Giuseppe Piffaretti and there will be two panettone categories: traditional and chocolate. This partnership between SIGEP and the Panettone World Cup inaugurates a joint international project that will see both organisations work together to make panettone better known around the world through training, masterclasses, events and national selections. The Italian final will determine the master pastry chefs who will have the honour of participating in the prestigious world final, scheduled for November 2024.

TUESDAY 23  
JANUARY

09:30 -  
15:00

Pastry Arena - Pav  
B5

**Pastry**  
Competition  
[Click here](#)

## Juniores Pastry World Cup

The Juniores Pastry World Cup is a unique team event and is aimed at young recruits under 23 years of age, offering them a highly formative opportunity to test their skills and find worthy stimuli to kick-start a rewarding and successful career.

The theme of the competition is **Myths and Legends**.

Relating a myth or legend from our own country is an important way of enhancing our nation's culture and history through its pastry chefs' creations.

Competition tests:

- Artistic presentation in chocolate
- Street food desserts from the participant's country of origin
- Artistic presentation in sugar
- Modern chocolate cake
- Vegan sorbet glass
- Coffee plated dessert"



TUESDAY 23  
JANUARY

09:30 -  
16:00

Gelato Arena -  
Pav. A5

**Gelato**  
Competition  
[Click here](#)

## SIGEP Gelato d'Oro - Selection of Gelato Makers

"Sigep 2024 sees the return of Sigep Gelato D'Oro, the Italian selection aimed at decreeing the gelato maker and pastry chef who will compete in the second edition of the Gelato Europe Cup, scheduled at Sigep 2025. The competition will take place in the Gelato Arena in the run-up to the 11th edition of the Gelato World Cup. On this occasion, the expert judges will evaluate the flavours, structure, presentation and innovation of the entries presented by the participants. Sigep Gelato d'oro is an important accolade for the top Italian gelato makers and pastry chefs, helping to promote excellence in the artisan gelato industry."

TUESDAY 23  
JANUARY

09:30 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## IBRIK Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The competition showcases the preparation of coffee by means of the Ibrik, a pot specially designed to prepare a particular type of coffee widely consumed in parts of Eastern Europe, the Middle East and North Africa. The pot, which can be made of metal, brass, copper or ceramic, has a long handle and a rim specially designed for serving coffee. The championship is valid for the WCIC (World Cezve/Ibrik Championship).

TUESDAY 23  
JANUARY

09:30 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## CILA - Latte Art Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships**

In this championship, competitors will have to showcase their manual skills and artistic :

TUESDAY 23  
JANUARY

09:30 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**  
Competition  
[Click here](#)

## Coffee Roasting Italian Championship

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The roasting competition, which saw its international debut in 2013 in Nice, is spread over a busy three-day programme on green coffee classification, roasting and tasting of roasted coffee. The technical jury, under the supervision of an international judge, will be in charge of supervising and awarding the total score to the competitors at the end of the three days. The championship is valid for the WCRC (World Coffee Roasting Championship).

TUESDAY 23  
JANUARY

09:30 -  
17:00

Bakery Arena -  
Pav. D7

**Bakery**  
Competition  
[Click here](#)

## Young Ideas Contest

In collaboration with Richemont Club Italy and Richemont Club International

The Young Ideas contest is aimed at young people from Italian hotel schools and professional training institutions. The contest takes place in the Bakery Arena and represents an opportunity for young talents of the bakery art to compete by submitting themselves to the judgement of experts in the bakery sector and developing new skills through meetings with professionals and the development of innovative technologies.

The challenges of the 2024 edition:

- Ciabatta bread
- Free choice of bread
- Small-sized breads
- Viennoiserie
- Art piece on the theme "Guglielmo Marconi, 150 years since his birth".

There will also be demos and show cooking of an international nature, thanks to the participation of the delegations of China, Peru and Switzerland, 3 excellences bakery schools in charge of organizing the selections for the world championship "Bread In the City 2025". During the 5 days, finally, Associations and Partners will take turns on stage to explore new trends and discuss current and future scenarios in the industry.

TUESDAY 23  
JANUARY

10:00 -  
10:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Designing the new out-of-home products: ingredients, processes, networks



**ERNESTO BRAMBILLA**  
*Dolcegiornale Journalist*

**organized by Bargiornale**



**FABIO PRIMAVERA**  
*Senior Agronomist di Planet Farms*



**EMANUELE PIZZIGALLI**  
*Chief Research and Innovation Officer e co-fondatore di HIFOOD*



**ANDREA COVA**  
*Soul-K CEO*

*Innovation in food means working on new high-functioning ingredients, exploring new ways of managing supply relationships and developing revolutionary production methods. Let's listen to the voices of the companies who are making the future into reality.*

Speakers:

- Fabio Primavera, Senior Agronomist di Planet Farms
- Emanuele Pizzigalli, Chief Research and Innovation Officer e co-fondatore di HIFOOD
- Andrea Cova, Ceo di Soul-K

Moderator: Ernesto Brambilla, journalist of Bargiornale and Dolcegiornale

TUESDAY 23  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## CAST: The house of Richemont Club Italia



**ROBERTO PEROTTI**  
*RCI President and Richemont Club International Vicepresident*

**organized by CAST Alimenti &  
Richemont Club International**



**VITTORIO SANTORO**  
*Fondatore, Presidente e Direttore CAST Alimenti*

Vittorio Santoro, director of CAST Alimenti, meets Richemont Club Italia and President Richemont Club International Roberto Perotti to talk about training and excellence for food professionals.

A twenty-year bond based on common and shared objectives, in support of the enhancement of Made in Italy among young people and professionals around the world.

TUESDAY 23  
JANUARY

10:30 -  
11:15

Gelato Lab - Pav.  
A7

**Gelato**  
Award Ceremony  
[Click here](#)

## CNA Gelato Makers Prize-Giving

**organized by CNA Agroalimentare**

TUESDAY 23  
JANUARY

11:00 -  
11:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

Comparison and analysis of the current state of bakery and confectionery in the south of the European Union and future prospects for the development of the sector

**organized by FIPPA - Federazione Italiana panificatori, pasticceri ed affini**

TUESDAY 23  
JANUARY

11:30 -  
12:00

Gelato Lab - Pav.  
A7

**Gelato**  
Talk  
[Click here](#)

## CHILDREN IN THE GELATO SHOP



**ANDREA VESCIA**

*Gelato maker and teacher, founder of the school of Gelato Delicate Equilibri*

**organized by Pasticceria Internazionale**



**EMANUELA BALESTRINO**

*Tutto Gelato*



**GIULIA VICENZO**

*Nutritionist biologist, University professor*

An increasingly important target for which to study ad hoc proposals to satisfy their tastes and nutritional needs.

Dr. Giulia Vincenzo, nutritional biologist, teacher at the II level Master in Dietetics and Nutrition at the Catholic University of the Sacred Heart of Rome and the Master in Eating Behavior at the Niccolò Cusano University.

Andrea Vescia, gelato maker and teacher, founder of the Delicati Equilibri gelato-making school

Emanuela Balestrino of TuttoGelato – Chiriotti Editori presents and moderates

TUESDAY 23  
JANUARY

12:00 -  
13:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Changing perspective: from gelato maker to entrepreneur

Language: Italian

Simultaneous translation: English

**organized by FIPE - Federazione Italiana Pubblici Esercizi**

TUESDAY 23  
JANUARY

12:00 -  
13:00

Choco Arena - Pav.  
B1

**Chocolate**

Talk

[Click here](#)

## The wheat-bread supply chain between science and representation



**NICOLA PECCHIONI**

*CREA Director*



**LORENZO BONI**

*CNA Pastai Emilia Romagna President*



**FRANCESCA PETRINI**

*National President of CNA  
Agroalimentare*



**FRANCESCO CESARINI**

*Mediacom*



**FABIO DEL BRAVO**

*ISMEA Director*

**organized by CNA Emilia  
Romagna e CNA Agroalimentare  
Nazionale**

The meeting will discuss innovation and perspectives of the cereal chain, in the light of its importance in our economy, just think of the two excellent productions of pasta and bread. An analysis of the market scenario and the strategies to be implemented to safeguard this supply chain will be presented.

**VALTIERO MAZZOTTI**

*Director General Agriculture Hunting  
and Fishing Emilia Romagna Region*

**PAOLO CAVINI**

*CNA Emilia-Romagna President*

**TUESDAY 23  
JANUARY**

**12:00 -  
13:00**

Vision Plaza -  
South Hall

**Innovation &  
Trends**

*Talk*

[Click here](#)

## Changing perspective: from gelato maker to entrepreneur - With simultaneous translation into English

Language: Italian

Simultaneous translation: English

**organized by FIPE - Federazione Italiana Pubblici Esercizi**

**TUESDAY 23  
JANUARY**

**13:00 -  
13:45**

Choco Arena - Pav.  
B1

**Chocolate**

*Talk*

[Click here](#)

## Good morning Piadina, the breakfast you never expected!

**organized by Consorzio di Promozione e tutela della Piadina Romagnola IGP**

Piadina Romagnola Igp will be proposed as a breakfast product. It will therefore be in a sweet version, combined with the excellent products of the above-mentioned Consortia.

Organised by the PGI Piadina Romagnola PGI Promotion and Protection Consortium in collaboration with the PGI Modica Chocolate Protection Consortium, the Pistachio Raffadali DOP Consortium, the Ribera Orange PDO Protection Consortium and the Cosenza Figs PDO Protection Consortium.

**TUESDAY 23  
JANUARY**

**13:00 -  
14:00**

Gelato Lab - Pav.  
A7

**Gelato**

*Demo*

[Click here](#)

## Pastry Art: Cremini and Pralines with Ganache

**ALESSANDRO DEL TROTTI**

*Pastry Chef*

**organized by Confartigianato**

**CRISTIANO GAGGION**

*Councilor of the confectionery board of  
Confartigianato Imprese Alimentazione*

Master pastry chefs Cristiano Gaggion and Alessandro del Trotti invite you to immerse yourself in the world of praline gelato making. You will discover the magic of hand-crafted cremini and praline creations enriched with a variety of delicious ganaches.

TUESDAY 23  
JANUARY

13:30 -  
14:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## FRAGILE Handle with care and curiosity



**LORENZO PUCA**

**organized by Pasticceria  
Internazionale**



**LIVIA CHIRIOTTI**

*Pasticceria Internazionale Editorial  
Director*

The creative power that projects it to the top of the world and that makes Italian pastry making unique, salable and exportable. Artistic sugar told by world champion Lorenzo Puca, on the occasion of the official launch of his book FRAGILE (Chiriotti Editori), in which he reveals every nuance of the most complex decorative technique existing in pastry making, making it even more fascinating and accessible. Presented by Livia Chiriotti of Pasticceria Internazionale – Chiriotti Editori

TUESDAY 23  
JANUARY

14:00 -  
14:30

Gelato Lab - Pav.  
A7

**Gelato**

Talk

[Click here](#)

## Awards Ceremony: "Gelato D'Autore" and best gelato representing the flavor of the 12th Gelato Day "Gaufre de Liège"

**organized by Artglace**

TUESDAY 23  
JANUARY

14:00 -  
14:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## Chocolate helps stay healthy

**GIORGIO CALABRESE**

*Professor of Nutrition*

**organized by CNA  
Agroalimentare Nazionale**



**MIRCO DELLA VECCHIA**

*Master Chocolatier*



**NINO SCIVOLETT O**

*Consorzio Cioccolato di Modica*

TUESDAY 23  
JANUARY

14:15 -  
14:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Role and performance of coffee, ice cream, chocolate, sweet and savoury bakery in the out-of-home market



**BRUNA BORONI**

*Director Industry AFH*

**organized by TradeLab**

TUESDAY 23  
JANUARY

14:30 -  
16:00

Gelato Lab - Pav.  
A7

**Gelato**  
Competition  
[Click here](#)

## A thousand ideas for a new gelato flavor of the year and Memorial Alberto Pica

**organized by Associazione Italiana Gelatieri**



TUESDAY 23  
JANUARY

15:15 -  
15:45

Bakery Arena -  
Pav. D7

**Bakery**  
Talk  
[Click here](#)

## The world of sourdough: meeting with Dr. Carlo Gronchi, food technologist

**organized by Richemont Club Italy**

Meeting with Corman, a historic manufacturing company to learn about the latest market trends.

TUESDAY 23  
JANUARY

15:15 -  
15:45

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## The future today: artificial intelligence made in CAST serving intelligence in the hands of the fine food professions.



**VITTORIO SANTORO**  
*Fondatore, Presidente e Direttore CAST Alimenti*

**organized by CAST Alimenti**

On stage: Lucio Pascarelli, AI Strategy Expert, Vittorio Santoro, Founder & CEO CAST Alimenti



**LUCIO PASCARELLI**  
*AI Strategy Expert*

TUESDAY 23  
JANUARY

16:00 -  
16:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

## Pastry opportunities outside the pastry shop



**FABRIZIO FIORANI**  
*International Pastry Consultant and Gastronomic Partner of Gin Mare*

**organized by Pasticceria Internazionale**

Dialogue between Fabrizio Fiorani and Livia Chiriotti on the state of the art and on the many opportunities and alternatives to spread Contemporary Italian Pastry, beyond the "already seen" and the "already said", through concrete visions and



**LIVIA CHIRIOTTI**  
*Pasticceria Internazionale Editorial Director*

personal stories.

Event promoted by Pasticceria Internazionale – Chiriotti Editori

TUESDAY 23  
JANUARY

16:00 -  
16:45

Choco Arena - Pav.  
B1

**Chocolate**  
Talk  
[Click here](#)

## From the bean to the cup: how Kenya and Italy collaborate to relaunch the production of quality coffee



**LAURA GRANARA**  
*Italian Trade & Investment Agency  
(ICE/ITA)*



**GIULIO DI PINTO**  
*Institutional Relations Officer – Italian  
Agency for Development Cooperation  
Nairobi office (AICS)*



**ANDREA MORAA**  
*Coffee expert and taster for the  
"ARABICA" project - E4Impact  
Foundation Kenya*

**organized by ICE - Agenzia per la  
promozione all'estero e  
l'internazionalizzazione delle  
imprese italiane**

Coffee is a pivotal value chain for Kenya's economy, both as a source of foreign currency as well as income to more than five million Kenyans. The partnership between the Kenyan and the Italian Governments in this specific sector kicked off in 2018, targeting the whole coffee supply chain by focusing on the organizational and management

aspects of the producer cooperatives, including a marketing component. The aim is to improve the quality of the final product and a better access to more lucrative markets, both locally and globally. The speakers will provide insightful testimonies from the field in a "Ted Talk" format.

TUESDAY 23  
JANUARY

16:00 -  
17:30

Gelato Lab - Pav.  
A7

**Gelato**  
Award Ceremony  
[Click here](#)

## Award "Memorial Alberto Pica" and Competition thousands of ideas

**organized by Associazione Italiana Gelatieri**

TUESDAY 23  
JANUARY

16:00 -  
17:30

Area Associazione  
Italiana Gelatieri

**Gelato**  
Award Ceremony  
[Click here](#)

## Award ceremony: The best Gelatiere of the year

**organized by Associazione Italiana Gelatieri**

TUESDAY 23  
JANUARY

16:00 -  
18:00

Neri Room 1 -  
South Hall

**Gelato**  
Award Ceremony  
[Click here](#)

## 17th comunicando prize

**organized by PUNTO.it**

The most coveted communication award for the gelato and pastry sectors is back. 17th edition of Comunicando, ceremony that will proclaim the best advertising campaigns and the best performing digital activities of 2024. Organised by Punto IT.

TUESDAY 23  
JANUARY

16:00 -  
18:00

Area Associazione  
Italiana Gelatieri

**Gelato**  
Award Ceremony  
[Click here](#)

## International award "La dolce vita", my story in a gelato

**organized by Associazione Italiana Gelatieri**

TUESDAY 23  
JANUARY

16:30 -  
17:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Talk  
[Click here](#)

Concessionary finance and ESG financing, a virtuous circle to grow together. How to reduce the interest rate without giving up new investments for competitiveness



**ANTONIO VERGA  
FALZACAPPA**  
CEO Sistema Leader

**organized by Cherry Bank**



**VINCENZO GALILEO**  
Responsabile Corporate Banking  
Cherry Bank



**SIMONETTA ACRI**  
Senior Advisor Cherry bank



**ROBERTO BRAZZALE**  
CEO Brazzale S.p.A.

TUESDAY 23  
JANUARY

16:30 -  
17:30

Pastry Arena - Pav  
B5

**Pastry**  
*Award Ceremony*  
[Click here](#)

## Juniores Pastry World Cup - Award Ceremony

Award Ceremony.

The Juniores Pastry World Cup is a unique team event and is aimed at young recruits under 23 years of age, offering them a highly formative opportunity to test their skills and find worthy stimuli to kick-start a rewarding and successful career.

The theme of the competition is **Myths and Legends**.

Relating a myth or legend from our own country is an important way of enhancing our nation's culture and history through its pastry chefs' creations.

Competition tests:

- Artistic presentation in chocolate
- Street food desserts from the participant's country of origin
- Artistic presentation in sugar
- Modern chocolate cake
- Vegan sorbet glass
- Coffee plated dessert"

TUESDAY 23  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
*Award Ceremony*  
[Click here](#)

## IBRIK Italian Championship Prize-Giving

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

The competition showcases the preparation of coffee by means of the Ibrik, a pot specially designed to prepare a particular type of coffee widely consumed in parts of Eastern Europe, the Middle East and North Africa. The pot, which can be made of metal, brass, copper or ceramic, has a long handle and a rim specially designed for serving coffee. The championship is valid for the WCIC (World Cezve/Ibrik Championship).

TUESDAY 23  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
*Award Ceremony*  
[Click here](#)

## CILA - Latte Art Italian Championship Prize-Giving

**organized by SIGEP, in collaboration with SCA Italy and World Coffee Championships.**

In this championship, competitors will have to showcase their manual skills and artistic :

TUESDAY 23  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

**Coffee**  
*Award Ceremony*  
[Click here](#)

## Coffee Roasting Italian Championship Prize-Giving

**organized by SIGEP, with the collaboration of SCA Italy and World Coffee Championships.**

TUESDAY 23  
JANUARY

17:00 -  
17:45

Choco Arena - Pav.  
B1

**Chocolate**  
[Click here](#)

## Modica PGI chocolate, presentation of CHO the real and unique IGP chocolate liqueur

**organized by Consorzio Cioccolato di Modica IGP**

"Three Master Chocolatiers from the consortium will prepare Modica chocolate from bitter cocoa paste to which they will add whole beet sugar from Italian beet. Characterising ingredients will be Ribera Dop orange peel and Raffadali Dop pistachio. In the ledwall, processing phases of the individual products and images of the territory will be shown. Organised by Consorzio Cioccolato di Modica IGP"

TUESDAY 23  
JANUARY

17:30 -  
18:00

Gelato Lab - Pav.  
A7

**Gelato**  
*Competition*  
[Click here](#)

## Best Gelato chef of the year

**organized by Associazione Italiana Gelatieri**

# WEDNESDAY 24 JANUARY

WEDNESDAY 24  
JANUARY

09:30 -  
10:30

Choco Arena - Pav.  
B1

**Chocolate**  
Sigep Academy  
[Click here](#)

## Italian Panettone World Cup Final - Chocolate panettone

**organized by Panettone World Cup**

Master pastry chefs from all over Italy will convene at Sigep to challenge each other for the title of Italian Champion of the Panettone World Cup. The event is organised by Maestro Giuseppe Piffaretti and there will be two panettone categories: traditional and chocolate. This partnership between SIGEP and the Panettone World Cup inaugurates a joint international project that will see both organisations work together to make panettone better known around the world through training, masterclasses, events and national selections. The Italian final will determine the master pastry chefs who will have the honour of participating in the prestigious world final, scheduled for November 2024.

WEDNESDAY 24  
JANUARY

09:30 -  
16:00

Gelato Arena -  
Pav. A5

**Gelato**  
Sigep Academy  
[Click here](#)

## SIGEP Gelato d'Oro - Selection of Pastry Chefs

"Sigep 2024 sees the return of Sigep Gelato D'Oro, the Italian selection aimed at decreeing the gelato maker and pastry chef who will compete in the second edition of the Gelato Europe Cup, scheduled at Sigep 2025. The competition will take place in the Gelato Arena in the run-up to the 11th edition of the Gelato World Cup. On this occasion, the expert judges will evaluate the flavours, structure, presentation and innovation of the entries presented by the participants. Sigep Gelato d'oro is an important accolade for the top Italian gelato makers and pastry chefs, helping to promote excellence in the artisan gelato industry."

WEDNESDAY 24  
JANUARY

09:30 -  
16:00

Pastry Arena - Pav.  
B5

**Pastry**  
Sigep Academy  
[Click here](#)

## SIGEP Giovani Contest

"For no less than 33 years, Sigep has been supporting youth education by promoting school projects for participation in the fair. Sigep Giovani, is an initiative carried out in cooperation with 'Pasticceria Internazionale', the exhibiting companies at Sigep and schools from all over Italy, to promote training and offer students the opportunity to put into practice the knowledge and skills learnt at school."

WEDNESDAY 24  
JANUARY

10:00 -  
10:30

Vision Plaza -  
South Hall

**Coffee**

*Sigep Academy*

[Click here](#)

## Guide to coffee and roasteries in Italy 2024

**organized by Guida del Camaleonte**

WEDNESDAY 24  
JANUARY

10:00 -  
10:45

Coffee Arena -  
Pad. D1

**Coffee**

*Talk*

[Click here](#)

## Training opportunities in the world of coffee

WEDNESDAY 24  
JANUARY

10:00 -  
10:45

Gelato Lab - Pav.  
A7

**Gelato**

*Sigep Academy*

[Click here](#)

Training? Yes, but the intelligent kind! Artificial intelligence made in CAST serving intelligence in the hands of the culinary professions. Because the future in CAST is already here!

**organized by CAST Alimenti**

On a day with a schedule dedicated to the students of Hotel and Catering Schools, CAST Alimenti could not miss the opportunity to talk about training, expertise and professionalism in the gastronomy and bakery professions. CAST, the School of Cuisine and the Professions of Taste, which for more than 25 years has provided practical and effective training to young students, giving them the tools to seize the best professional opportunities in a changing world, presents the new advantage that brings the School even more into step with the times: the integration of the artificial intelligence Made in CAST in its teaching programmes. But it is Artificial intelligence always combined with the intelligent hands of the expert, the know-how of the great masters and the consolidated and authoritative experience of the School.

WEDNESDAY 24  
JANUARY

11:00 -  
11:30

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
*Sigep Academy*  
[Click here](#)

## Towards good, clean and fairtrade coffee.



**EMANUELE DUGHERA**  
*Slowfood Coffee Coalition*

**organized by Slowfood Coffee  
Coalition**



**SILVIA ROTA**  
*Slowfood Coffee Coalition*

The Slow Food Coffee Coalition is an international, open and inclusive network that unites the main actors in the coffee chain, from those who grow coffee to those who consume it. Each actor in this network has as its objective the cultivation,

promotion and consumption of good, clean and fairtrade coffee. A coffee that must be traced and grown in an agro-forestry system with agro-ecological techniques. One that must engage the communities of farmers and countryfolk who produce that coffee.

WEDNESDAY 24  
JANUARY

11:00 -  
11:45

Coffee Arena -  
Pad. D1

**Coffee**  
*Talk*  
[Click here](#)

## Know to understand and work in the world of coffee - From grinding to tasting

WEDNESDAY 24  
JANUARY

11:00 -  
11:45

Gelato Lab - Pav.  
A7

**Gelato**  
*Sigep Academy*  
[Click here](#)

## Gelato On Canvas

**organized by Contest Gelato su Tela**



WEDNESDAY 24  
JANUARY

11:00 -  
12:00

Choco Arena - Pav.  
B1

**Chocolate**  
*Sigep Academy*  
[Click here](#)

## Italian Panettone World Cup Final Award Ceremony

**organized by Panettone World Cup**

Master pastry chefs from all over Italy will gather at Sigep to challenge each other for the title of Italian Champion of the Panettone World Cup. The event is organised by Maestro Giuseppe Piffaretti and there will be two panettone categories: traditional and chocolate. This partnership between SIGEP and the Panettone World Cup inaugurates a joint international project that will see both organisations work together to make panettone better known around the world through training, masterclasses, events and national selections. The Italian final will determine the master pastry chefs who will have the honour of participating in the prestigious world final, scheduled for November 2024.

WEDNESDAY 24  
JANUARY

12:00 -  
12:45

Coffee Arena -  
Pad. D1

**Coffee**  
*Talk*  
[Click here](#)

## Competitions as a tool for professional growth

WEDNESDAY 24  
JANUARY

12:00 -  
12:45

Choco Arena - Pav.  
B1

**Chocolate**  
*Sigep Academy*  
[Click here](#)

## Cocoa Peru farm "Kuyay"



**MIRCO DELLA VECCHIA**  
*Master Chocolatier*

**organized by CNA  
Agroalimentare**

WEDNESDAY 24  
JANUARY

12:00 -  
12:45

Gelato Lab - Pav.  
A7

**Gelato**  
Sigep Academy  
[Click here](#)

## What is gelato?

**organized by Carpigiani Gelato University**

WEDNESDAY 24  
JANUARY

12:00 -  
13:00

Bakery Arena -  
Pav. D7

**Bakery**  
Award Ceremony  
[Click here](#)

## Young Ideas Award Ceremony

WEDNESDAY 24  
JANUARY

13:00 -  
13:45

Choco Arena - Pav.  
B1

**Chocolate**  
Sigep Academy  
[Click here](#)

## "Bread Love and Chocolate" contest

**organized by CNA Emilia Romagna e CNA Reggio Emilia**

"Contest involving the students of the Mandela Hotelier Institute (RE) and the Convitto Corso Hotelier Institute in Correggio (RE). Organised by CNA Emilia Romagna and CNA Reggio Emilia"

WEDNESDAY 24  
JANUARY

13:00 -  
13:45

Gelato Lab - Pav.  
A7

**Gelato**  
Sigep Academy  
[Click here](#)

## Spoon Desserts: a symphony of flavours with airbrushing



**MASSIMO PERUZZI**  
Master Craftsman

**organized by Confartigianato**



**NICOLA GIOTTI**  
Master Craftsman

Master pastry chefs Massimo Peruzzi and Nicola Giotti will take you on a delicious journey with the presentation of masterfully crafted spoon desserts enriched with the art of airbrushing to transform traditional pastries into works of art.

WEDNESDAY 24  
JANUARY

13:30 -  
14:15

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Sigep Academy  
[Click here](#)

## Partnership in the coffee supply chain: challenges, scenarios, and role of the Italian system - With simultaneous translation into English



**LORENZO GALANTI**  
CEO & Managing Director - Italian  
Trade & Investment Agency (ITA/ICE)



**MARCO RICCARDO RUSCONI**  
Director General - Italian Agency for  
Development Cooperation (AICS)

**organized by ICE - Agenzia per la  
promozione all'estero e  
l'internazionalizzazione delle  
imprese italiane**

Partnership is an essential element in the development of multiple agri-food supply chains. In particular, the partnership with developing countries and between developing countries plays a fundamental role in enhancing comparative advantage and ensuring more equitable and sustainable development for partner countries. Kenya, with the new long

### **ANTHONY MURIITHI**

*Agriculture Attaché - Embassy of Kenya to Italy*

term strategy, has committed itself to a path of development of multiple supply chains such as coffee, tea, mango, avocado. The Director General of ICE and AICS, with a representative of the Kenyan Embassy in Italy will give their perspective on the point of view of the Italian system and of an extremely important partner country such as Kenya.

WEDNESDAY 24  
JANUARY

13:30 -  
14:15

Vision Plaza -  
South Hall

**Innovation &  
Trends**  
Sigep Academy  
[Click here](#)

## Partnership in the coffee supply chain: challenges, scenarios, and role of the Italian system.



**LORENZO GALANTI**  
CEO & Managing Director - Italian  
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**MARCO RICCARDO RUSCONI**  
Director General - Italian Agency for  
Development Cooperation (AICS)

**organized by ICE - Agenzia per la  
promozione all'estero e  
l'internazionalizzazione delle  
imprese italiane**

**ANTHONY MURIITHI***Agriculture Attaché - Embassy of Kenya to Italy*

Partnership is an essential element in the development of multiple agri-food supply chains. In particular, the partnership with developing countries and between developing

countries plays a fundamental role in enhancing comparative advantage and ensuring more equitable and sustainable development for partner countries. Kenya, with the new long term strategy, has committed itself to a path of development of multiple supply chains such as coffee, tea, mango, avocado. The Director General of ICE and AICS, with a representative of the Kenyan Embassy in Italy will give their perspective on the point of view of the Italian system and of an extremely important partner country such as Kenya.

WEDNESDAY 24  
JANUARY

14:00 -  
14:45

Choco Arena - Pav.  
B1

**Chocolate**  
*Sigep Academy*  
[Click here](#)

**FIC Youth Compartment**

**organized by FIC Federazione Italiana Cuochi**

Meeting with the Youth Compartment for a cooking show directed to young people of the Hotel Schools and Training Centers. Fresh and dynamic ideas in the dessert to the restaurant plate.

WEDNESDAY 24  
JANUARY

15:00 -  
15:45

Choco Arena - Pav.  
B1

**Chocolate**  
*Sigep Academy*  
[Click here](#)

**The many uses of Modica PGI chocolate**

**organized by Consorzio di Modica IGP**

Presentation of "CHO" the first, and today the only, chocolate liqueur of Modica IGP. In combination with yeast and gelato in collaboration with FIC.

WEDNESDAY 24  
JANUARY

16:00 -  
17:00

Gelato Arena -  
Pav. A5

**Gelato**  
*Sigep Academy*  
[Click here](#)

**SIGEP Gelato d'Oro - Award ceremony**

Award Ceremony

WEDNESDAY 24  
JANUARY

16:00 -  
17:00

Pastry Arena - Pav  
B5

**Pastry**  
*Sigep Academy*  
[Click here](#)

## SIGEP Giovani Contest Award Ceremony

Prize-giving ceremony

WEDNESDAY 24  
JANUARY

16:00 -  
17:00

Gelato Arena -  
Pav. A5

**Gelato**  
*Award Ceremony*  
[Click here](#)

## SIGEP Gelato d'Oro Award Ceremony