

# Sigep

21 / 22 / 23 / 24 / 25 JANUARY

## Legend

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

# SATURDAY 21 JANUARY

SATURDAY 21  
JANUARY

08:00 -  
18:00

Bakery Arena -  
Pav. D3

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

## Bread In The City - Bakery World Cup

The Bakery Arena, the space dedicated to the grand masters of the art of baking, returns to Sigep 2023.

Bread in The City, the international baking championship, will be on stage, and will see teams from all over the world compete for the title of champion.

Now in its fifth edition, the competition, organised in partnership with Richemont Club Italy, will see nine teams from all over the world, consisting of two candidates and one coach, compete in different tests:

- Ciabatta and speciality breads
- Freestyle breads
- Viennoiseries
- Oven-baked pies
- Savoury presentation

The countries competing: Mexico, the Netherlands, Peru, Portugal, China, Croatia, Israel, Italy and Spain.

But that's not all: over the five days, the Bakery Arena will also feature demos, talks and special training sessions with international guests. All events will also be streamed live on the digital platform.

Organized by Sigep, cured by Richemont Club Italy, with the patronage of Richemont Club International.

SATURDAY 21  
JANUARY

09:30 -  
17:30

Pastry Arena - Pav  
B5

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

## Junior Italian Pastry Cup

Competition dedicated to young pastry chefs to bring out the new faces and professionals of made in Italy. Organised by Italian Exhibition Group in collaboration with Conpait.

SATURDAY 21  
JANUARY

09:30 -  
18:00

leva-contest-area-  
Pav. D2

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

## Leva Contest

The Leva Sensory contest is a competition between baristas on espresso machine with Leva technology, which consists of extracting the best quality coffee possible from the same roasted coffee.

The contestants have 15 minutes to find the right grind, choose a recipe, check the validity of the extraction in terms of extraction parameters with the Leva machine and taste the espressos until they find the right balance. The competitors must then serve 3 pairs of espressos at the judges' table. Whoever gets the highest score wins.

SATURDAY 21  
JANUARY

10:00 -  
11:00

Choco Arena -  
Pad. B3

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

SATURDAY 21  
JANUARY

10:00 -  
17:00

Roasters Village -  
Pav. D1

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

## Roasters Village by SCA Italy

SATURDAY 21  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D3

**Bakery**

*Talk*

[Click here](#)

SATURDAY 21  
JANUARY

10:30 -  
11:30

Gelato Arena -  
Pav. A5

**Gelato**

*Talk*

[Click here](#)

Cured by: PUNTO IT

SATURDAY 21  
JANUARY

11:00 -  
12:00

Choco Arena -  
Pad. B3

**Chocolate**

[Click here](#)

SATURDAY 21  
JANUARY

11:00 -  
15:30

Coffee Arena -  
Pad. D1

**Coffee**

*Competition*

[Click here](#)

CIBC Semifinals - Italian Barista Championship Cafeteria

Italian Barista Championship Cafeteria valid for the World Barista Championship.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

SATURDAY 21  
JANUARY

11:30 -  
12:00

Dolce Arena -  
South Hall

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

## Opening Ceremony

Language: Italian  
Simultaneous translation: English

Opening ceremony of the 44th edition of SIGEP, The Dolce World Expo.

SATURDAY 21  
JANUARY

11:30 -  
12:00

Dolce Arena -  
South Hall

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

## Opening Ceremony - with English simultaneous translation

Language: Italian  
Simultaneous translation: English

Opening ceremony of the 44th edition of SIGEP, The Dolce World Expo.

SATURDAY 21  
JANUARY

12:00 -  
12:45

Bakery Arena -  
Pav. D3

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

## The importance of a healthy diet

Cured by RicheMont Club Italy

meeting with Alex Revelli Sorini, gastrosoic and university professor at the San Raffaele University in Rome

SATURDAY 21  
JANUARY

12:00 -  
13:00

Choco Arena -  
Pad. B3

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

SATURDAY 21  
JANUARY

12:30 -  
13:30

Gelato Arena -  
Pav. A5

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



**GERMOGLIO LUCA**

SATURDAY 21  
JANUARY

13:00 -  
14:00

Choco Arena -  
Pad. B3

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

SATURDAY 21  
JANUARY

13:00 -  
18:00

Dolce Arena -  
South Hall

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

## Gelato Europe Cup

SATURDAY 21  
JANUARY

14:00 -  
14:45

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

## Food tech, digital gold



**EVI POLLIOTTO**



**NICOLA FAEDI**

SATURDAY 21

JANUARY

14:00 -

15:00

Vision Plaza -  
South Hall**Innovation &  
Trends***Talk*[Click here](#)

## International trends in haute patisserie in the restaurant and/or hotel industry - with English simultaneous translation

Language: Italian

Simultaneous translation: English

The consolidation of the food sector in recent years is not enough to face the new post-pandemic challenges: inflation and recession. The search for operational efficiency is no longer enough, strategy is needed to project one's identity, differentiating risk and innovating at the same time.

Talk by POLI.design

SATURDAY 21

JANUARY

14:00 -

15:00

Vision Plaza -  
South Hall**Innovation &  
Trends***Talk*[Click here](#)

## International trends in haute patisserie in the restaurant and/or hotel industry

Language: Italian

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The consolidation of the food sector in recent years is not enough to face the new post-pandemic challenges: inflation and recession. The search for operational efficiency is no longer enough, strategy is needed to project one's identity, differentiating risk and innovating at the same time.

Talk by POLI.design

SATURDAY 21

JANUARY

14:00 -

15:00

Choco Arena -  
Pad. B3**Chocolate***Talk*[Click here](#)

## The Chocolate way congress

SATURDAY 21  
JANUARY

14:30 -  
15:30

Gelato Arena -  
Pav. A5

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

## The Adriatic sea and ice cream

**FABIO GALLO**

Cured by: FIC

Born in 1979, Apulian by birth but now a resident of Rimini for some time. A lover of the sea and all

simple fish, refinement and enhancement of local products are the key to his constantly moving cuisine. A cuisine based on the territory, with a continuous focus on the seasonality of products and the philosophy of the least possible waste leads him to seek the collaboration of small companies and 'local' production companies. Since 2021 he has been chef patron of his restaurant on the beach in Rimini, which he opened together with two partners. The name 'OLTRE' was not chosen at random and leaves plenty of room for the imagination. His continuous desire to grow led him a few years ago into the world of competitions where he has achieved excellent results. He currently holds a first-place Italian title, a world silver medal and a bronze medal at the Olympics, plus various provincial and regional victories. Since 2021 he has become part of the Nazionale Italiana Cuochi in the Events Segment.

SATURDAY 21  
JANUARY

14:30 -  
16:30

Neri Room 1-  
South Hall

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

## Investing in environmental sustainability: cost or added value? Focus on the milling industry

Cured by: Italmopa

SATURDAY 21  
JANUARY

15:00 -  
15:30

Bakery Arena -  
Pav. D3

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

## The home of the Rlichemont Club Italia

Cured by Rlichemont Club Italy

meeting with Vittorio Santoro, director Cast Alimenti of Brescia, a structure of excellence in education food professionals.



SATURDAY 21  
JANUARY  
15:00 -  
16:00  
Choco Arena -  
Pad. B3  
**Chocolate**  
[Click here](#)

SATURDAY 21  
JANUARY  
15:30 -  
16:30  
**Digital**  
Talk  
[Click here](#)

SATURDAY 21  
JANUARY  
15:30 -  
17:30  
Vision Plaza -  
South Hall  
**Sustainability**  
Talk  
[Click here](#)

Coffee and Sustainability in Latin America: good practices, challenges and the road ahead - with English simultaneous translation



**GISELLE CANAHUATI**



**ANDREA MONACO**



**GERARDO PATACCONI**



**ANDRÉS FELIPE MORALES**

Language: Italian  
Simultaneous translation: English

The production of coffee has a close tie with social and environmental sustainability. The expansion of coffee production in Latin America in response to higher consumer demand is, in some cases, accompanied by several threats, including water pollution, biodiversity loss, soil erosion, agrochemical use, deforestation, waste generation and labour exploitation. However, coffee producers and companies have shown high dynamism in addressing sustainability issues and proactively looking for solutions in the last years. In the framework of the 44th SIGEP, the European Union Programme of cooperation for sustainable production in Latin America - AL INVEST Verde – also implemented by the International Italo – Latin American Organization – IILA which has been working in the promotion of Latin American coffee sector for approximately 20 years, proposes a dialogue among European and Latin American stakeholders of the chain to discuss good practices and main challenges to an environmental and social friendly coffee

**SATURDAY 21  
JANUARY**

**15:30 -  
17:30**

Vision Plaza -  
South Hall

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

## Coffee and Sustainability in Latin America: good practices, challenges and the road ahead



**GISELLE CANAHUATI**



**ANDREA MONACO**



**GERARDO PATACCONI**



**ANDRÉS FELIPE MORALES**



**MARCELA VIVAS**  
*NKG Bero*



**JOSÉ LUIS RHI SAUSI**

**CAMILO LURZURIAGA****MARIANO RICCHERI****PATRICK HOFFER**

Language: Italian

Simultaneous translation: English

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*SATURDAY 21*

*JANUARY*

**16:00 -**

**16:30**

Bakery Arena -  
Pav. D3

**Bakery**

*Talk*

*[Click here](#)*

## The flour and cereal market between drought, price increases and situation international

Cured by Richemont Club Italy

interview with Sabrina Dallagiovanna of Molino Dallagiovanna.

SATURDAY 21  
JANUARY

16:00 -  
17:00

Choco Arena -  
Pad. B3

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

SATURDAY 21  
JANUARY

16:30 -  
17:00

**Digital**  
Talk

[Click here](#)

SATURDAY 21  
JANUARY

17:00 -  
18:00

Gelato Arena -  
Pav. A5

**Gelato**  
Talk

[Click here](#)

SATURDAY 21  
JANUARY

17:00 -  
18:00

Choco Arena -  
Pad. B3

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

*SATURDAY 21  
JANUARY*

**17:30 -  
18:00**

Pastry Arena - Pav  
B5

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

## Senior Italian Pastry Award Ceremony

Award Ceremony

# SUNDAY 22 JANUARY

SUNDAY 22  
JANUARY

08:00 -  
18:00

Bakery Arena -  
Pav. D3

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*Competition*  
[Click here](#)

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SUNDAY 22  
JANUARY

08:00 -  
18:00

Dolce Arena -  
South Hall

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

## Gelato Europe Cup

SUNDAY 22  
JANUARY

09:30 -  
17:00

Gelato Arena -  
Pav. A5

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

## German Challenge

Cured by: Gelato Festival

Selection stage as part of the Gelato Festival World Masters circuit. The winner will be awarded 1 place for the German final.

SUNDAY 22  
JANUARY

09:30 -  
18:00

leva-contest-area-  
Pav. D2

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

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SUNDAY 22  
JANUARY

09:30 -  
18:00

Coffee Arena -  
Pad. D1

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

## Italian Coffee Roasting Championship

Italian Roasting Championship valid for the World Coffee Roasting Championship.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

SUNDAY 22  
JANUARY

10:00 -  
10:45

Bakery Arena -  
Pav. D3

**Bakery**

Talk

[Click here](#)

## Richemont Club international, the most prestigious Bakery Club at the world

Cured by Richemont Club Italy

meeting with the president Roberto Perotti

SUNDAY 22  
JANUARY

10:00 -  
11:00

Choco Arena -  
Pad. B3

**Chocolate**

Talk

[Click here](#)

## Roasters Village by SCA Italy

SUNDAY 22  
JANUARY

10:00 -  
17:00

Roasters Village -  
Pav. D1

**Coffee**

Tasting

[Click here](#)

## Getting ready for the challenges of 2023

SUNDAY 22  
JANUARY

10:30 -  
11:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)



**VINCENZO FERRIERI**  
*Founder of CioccolatItaliani*



**MONICA NASTRUCCI**  
*Gruppo Food Journalist*

How has consumer behaviour evolved after these three years of the health emergency? How do Italians feel now about artisanal pastry, bakery and ice-cream products? ? We outline the current state of affairs with an exclusive Doxa survey, and the testimony of two authoritative figures from the industry:

- Vincenzo Ferrieri: co - founder of an



**DEBORA VENA**

with a diversified business.

Curated by: Dolcesalato

important entity in the Italian eating out market and President of UBRI.

- Debora Vena: a young entrepreneur who has transformed the family pastry shop into a model company

SUNDAY 22  
JANUARY

10:30 -  
11:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Getting ready for the challenges of 2023 - with English simultaneous translation



**VINCENZO FERRIERI**  
*Founder of CioccolatoItaliani*



**MONICA NASTRUCCI**  
*Gruppo Food Journalist*

Simultaneous translation: English

How has consumer behaviour evolved after these three years of the health emergency? How do Italians feel now about artisanal pastry, bakery and ice-cream products? ? We outline the current state of affairs with an exclusive Doxa survey, and the testimony of two authoritative figures from the industry:

**DEBORA VENA**

who has transformed the family pastry shop into a model company with a diversified business.

Curated by: Dolcesalato

- Vincenzo Ferrieri: co - founder of an important entity in the Italian eating out market and President of UBRI.
- Debora Vena: a young entrepreneur

SUNDAY 22  
JANUARY

10:30 -  
11:15

Pastry Arena - Pav  
B5

**Pastry**

Demo

[Click here](#)

## THE EVOLUTION OF TASTE IN CONTEMPORARY PASTRY-MAKING



**GIAN LUCA FORINO**

Gian Luca Forino, pastry chef and traveller as well as CAST Alimenti lecturer, on stage at the Pastry Arena to present his idea of contemporary pastry, where contamination tastes like evolution.

Sensory analysis of raw materials, expanding one's range of ingredients, choosing and using the best techniques to enhance their taste and discovering the most suitable combinations to guide, surprise and satisfy an increasingly curious and demanding clientele, making them discover new sensations and new possibilities. All this in a demo with a contemporary flavour, in which Maestro Forino will create two products: a toffee caramel spiced with star anise and mace, and an almond and pecan praline with coriander seeds.

An unmissable event by CAST Alimenti!

SUNDAY 22  
JANUARY

11:00 -  
12:00

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

## How to really save money on Insurance

SUNDAY 22  
JANUARY

11:00 -  
12:00

Choco Arena -  
Pad. B3

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

SUNDAY 22  
JANUARY

11:00 -  
17:30

Pastry Arena - Pav  
B5

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

## Different Visions, Big Ideas - by Maestro Iginio Massari - with English simultaneous translation

Simultaneous translation: English

Cured by: Iginio Massari

SUNDAY 22  
JANUARY

11:00 -  
17:30

Pastry Arena - Pav  
B5

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

## Different Visions, Big Ideas - by Maestro Iginio Massari

Cured by: Iginio Massari

SUNDAY 22  
JANUARY

11:30 -  
12:00

Vision Plaza -  
South Hall

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

## Building a career path among talent, expertise, visions and determination

Curated by Pasticceria Internazionale

Livia Chiriotti of Pasticceria Internazionale talks with Davide Comaschi, 2013 World Champion of Chocolatery, member Relais Dessert International, happy dream hunter

SUNDAY 22  
JANUARY

11:30 -  
12:00

Vision Plaza -  
South Hall

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

## Building a career path among talent, expertise, visions and determination - with English simultaneous translation

Simultaneous translation: English

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SUNDAY 22  
JANUARY

12:00 -  
13:00

Choco Arena -  
Pad. B3

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

SUNDAY 22  
JANUARY

12:30 -  
13:00

Vision Plaza -  
South Hall

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

## Challenges and Opportunities in the European Foodservice Industry



**JOCHEN PINSKER**

*Industry Advisor Foodservice Europe,  
The NPD Group Inc*

Simultaneous translation: English

Curated by: The NPD Group

After the pandemic the European Foodservice Markets are facing new

challenges. Price increase is a major concern and it is impacting consumer behaviors differently in different countries. But there are also opportunities for restaurant operators and manufacturers. In his overview, Jochen Pinsker will share the state of the art of the Big5 European countries compared to US and APAC. The NPD Group constantly forecasts the development of the market within different scenarios, so Jochen will come with his perspective on the expectation for 2023.

SUNDAY 22  
JANUARY

12:30 -  
13:00

Vision Plaza -  
South Hall

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

## Challenges and Opportunities in the European Foodservice Industry - with Italian simultaneous translation



**JOCHEN PINSKER**

*Industry Advisor Foodservice Europe,  
The NPD Group Inc*

Simultaneous translation: Italian

Curated by: The NPD Group

After the pandemic the European Foodservice Markets are facing new

challenges. Price increase is a major concern and it is impacting consumer behaviors differently in different countries. But there are also opportunities for restaurant operators and manufacturers. In his overview, Jochen Pinsker will share the state of the art of the Big5 European countries compared to US and APAC. The NPD Group constantly forecasts the development of the market within different scenarios, so Jochen will come with his perspective on the expectation for 2023.

SUNDAY 22  
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13:00 -  
14:00

Choco Arena -  
Pad. B3

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

SUNDAY 22  
JANUARY

13:00 -  
16:30

Coffee Arena - Pav  
D1

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

## CIBC Final - Italian Barista Championship Cafeteria

Italian Barista Championship Cafeteria valid for the World Barista Championship.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

SUNDAY 22  
JANUARY

13:30 -  
14:00

Vision Plaza -  
South Hall

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

## The future of pastry: the Ampì bet

SUNDAY 22  
JANUARY

14:00 -  
14:45

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

SUNDAY 22  
JANUARY

14:00 -  
15:00

Area Associazione  
Italiana Gelatieri

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

## Sorbets from around the world

Organised by Associazione Italiana Gelatieri

On Sunday 23 January at 2 pm the judging panel will evaluate the sorbets, choosing the best flavour.

The top 5 entries will receive a prize.

Organised by Associazione Italiana Gelatieri

SUNDAY 22  
JANUARY

14:00 -  
15:00

Choco Arena -  
Pad. B3

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

## The Chocolate way congress

SUNDAY 22  
JANUARY

14:15 -  
14:45

Bakery Arena -  
Pav. D3

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

## A modern union for the bakery entrepreneurs

Cured by Richemont Club Italy

meeting with the President of the Italian Federation of Bakers Giancarlo Ceccolini

SUNDAY 22  
JANUARY

15:00 -  
16:00

Choco Arena -  
Pad. B3

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

SUNDAY 22  
JANUARY

15:30 -  
16:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## Pricing in pastry: product positioning and quality - with English simultaneous translation

Simultaneous translation: English

SUNDAY 22  
JANUARY

15:30 -  
16:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

SUNDAY 22  
JANUARY

15:30 -  
16:30

**Digital**

Talk

[Click here](#)

## Energy price hikes: can new equipment help?

Cured by Richemont Club Italy

Interview with Luca Gennai, Mondial Forni's managing director, and Piero Raffaelli, sales director.

SUNDAY 22  
JANUARY

16:00 -  
16:30

Bakery Arena -  
Pav. D3

**Bakery**

Talk

[Click here](#)

SUNDAY 22  
JANUARY

16:00 -  
17:00

Choco Arena -  
Pad. B3

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

SUNDAY 22  
JANUARY

16:30 -  
17:00

Coffee Arena -  
Pad. D1

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

## CIBC - Italian Barista Championship Cafeteria Award Ceremony

Award ceremony.

Organizzato da SIGEP, con la collaborazione di **SCA Italy** e **World Coffee Events**.

SUNDAY 22  
JANUARY

16:30 -  
17:00

Vision Plaza -  
South Hall

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



**LIVIA CHIRIOTTI**

*Pasticceria Internazionale Editorial  
Director*



**FABRIZIO FIORANI**

SUNDAY 22  
JANUARY

17:00 -  
17:30

Gelato Arena -  
Pav. A5

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

## German Challenge - Award Ceremony

Cured by: Gelato Festival

Award ceremony of the selection stage forming part of the Gelato Festival World Masters circuit.

The winner will be awarded 1 place for the German final.

Cured by: Gelato Festival







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MYSTERY  
SPONSORS



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MEDIA PARTNERS



SUNDAY 22  
JANUARY

17:00 -  
18:00

Choco Arena -  
Pad. B3

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

# MONDAY 23 JANUARY

MONDAY 23  
JANUARY

08:00 -  
11:00

Gelato Arena -  
Pav. A5

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

## Gelato Europe Cup

MONDAY 23  
JANUARY

08:00 -  
17:30

Pastry Arena - Pav  
B5

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

## Senior Italian Pastry Cup

On stage is the championship dedicated to the most promising talents of the Italian pastry art. Organised by Italian Exhibition Group in collaboration with Conpait.

MONDAY 23  
JANUARY

08:00 -  
18:00

Bakery Arena -  
Pav. D3

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

## Bread In The City - Bakery World Cup

The Bakery Arena, the space dedicated to the grand masters of the art of baking, returns to Sigep 2023.

Bread in The City, the international baking championship, will be on stage, and will see teams from all over the world compete for the title of champion.

Now in its fifth edition, the competition, organised in partnership with Richemont Club Italy, will see nine teams from all over the world, consisting of two candidates and one coach, compete in different tests:

- Ciabatta and speciality breads
- Freestyle breads
- Viennoiseries
- Oven-baked pies
- Savoury presentation

The countries competing: Mexico, the Netherlands, Peru, Portugal, China, Croatia, Israel, Italy and Spain.

But that's not all: over the five days, the Bakery Arena will also feature demos, talks and special training sessions with international guests. All events will also be streamed live on the digital platform.

Organized by Sigep, cured by Richemont Club Italy, with the patronage of Richemont Club International.

MONDAY 23  
JANUARY

09:30 -  
18:00

leva-contest-area-  
Pav. D2

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

## Leva Contest

The Leva Sensory contest is a competition between baristas on espresso machine with Leva technology, which consists of extracting the best quality coffee possible from the same roasted coffee.

The contestants have 15 minutes to find the right grind, choose a recipe, check the validity of the extraction in terms of extraction parameters with the Leva machine and taste the espressos until they find the right balance. The competitors must then serve 3 pairs of espressos at the judges' table. Whoever gets the highest score wins.

MONDAY 23  
JANUARY

09:30 -  
18:00

Coffee Arena -  
Pad. D1

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

## Italian Coffee Roasting Championship

Italian Roasting Championship valid for the World Coffee Roasting Championship.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

MONDAY 23  
JANUARY

10:00 -  
11:00

Choco Arena -  
Pad. B3

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

MONDAY 23  
JANUARY

10:00 -  
17:00

Roasters Village -  
Pav. D1

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

## Roasters Village by SCA Italy

MONDAY 23  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D3

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

## The world of butter and leavened products

Cured by Richemont Club Italy

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

MONDAY 23  
JANUARY

10:30 -  
11:00

Vision Plaza -  
South Hall

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

## How to defuse the "bomb" of energy costs! - with English simultaneous translation

Simultaneous translation: English

curated by: PUNTO IT

MONDAY 23  
JANUARY

10:30 -  
11:00

Vision Plaza -  
South Hall

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

curated by: PUNTO IT

MONDAY 23  
JANUARY

10:30 -  
13:00

Coffee Arena -  
Pad. D1

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

## CILA Semifinals - Italian Latte Art Championship

Italian Latte Art Championship valid for the World Latte Art Championship.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

MONDAY 23  
JANUARY

11:00 -  
12:00

Gelato Arena -  
Pav. A5

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

## Vegan gelato: the evolution in containers

MONDAY 23  
JANUARY

11:00 -  
12:00

Dolce Arena -  
South Hall

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

MONDAY 23  
JANUARY

11:00 -  
12:00

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



**MATTEO FORTINA**



**PIERMAURIZIO DI RIENZO**



**GIANLUCA ANTONELLI**

MONDAY 23  
JANUARY

11:00 -  
12:00

Choco Arena -  
Pad. B3

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

MONDAY 23  
JANUARY

11:00 -  
15:30

Coffee Arena -  
Pad. D1

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

## Brewers Cup Italian Championship

-

BREWERS CUP Italian championship, valid for the World Brewers Cup competition.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

MONDAY 23  
JANUARY

11:30 -  
12:00

Vision Plaza -  
South Hall

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

## Outlook on the Italian Foodservice Industry



**MATTEO FIGURA**

curated by: The NPD Group

2023 will be the year in which we will finally understand the features of the new normal in out of home

consumption. How do Italian consumers behave? What challenges and opportunities await us in the coming months? Matteo Figura will talk about the state of the art of out-of-home consumption in Italy and future perspectives supported by NPD figures and data.

MONDAY 23  
JANUARY

11:30 -  
14:30

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

## "The bread supply chain: key players speak."



**ERNESTO BRAMBILLA**  
*Dolcegiornale Journalist*

Cured by: Gruppo Lievito Assitol



**MATTEO CUNSOLO**

**PIETRO GRECHI**

The crisis and its possible solutions told by the different souls of the bakery world.

Pietro Grechi of the ASSITOL Sugar Yeast Group and Matteo Cunsolo, president of the Richemont Club

Italia, spoke.

Moderator Ernesto Brambilla, journalist of Dolce Giornale.

MONDAY 23  
JANUARY

12:00 -  
13:00

Choco Arena -  
Pad. B3

**Chocolate**

Talk

[Click here](#)

MONDAY 23  
JANUARY

12:00 -  
13:00

Dolce Arena -  
South Hall

**Digital**

Talk

[Click here](#)

Are we properly insured?

MONDAY 23  
JANUARY

12:15 -  
13:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

International trends in haute patisserie in the restaurant and/or hotel industry

**CARLO CRACCO**



MONDAY 23

JANUARY

12:15 -

13:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

International trends in haute patisserie in the restaurant and/or hotel industry - with English simultaneous translation



**CARLO CRACCO**

Simultaneous translation: English

MONDAY 23

JANUARY

12:30 -

13:00

Gelato Arena -  
Pav. A5

**Gelato**

Talk

[Click here](#)

The evolution of ice cream training: analog, digital or augmented?

MONDAY 23

JANUARY

13:00 -

13:45

**Digital**

Talk

[Click here](#)

MONDAY 23

JANUARY

13:00 -

14:00

Choco Arena -  
Pad. B3

**Chocolate**

[Click here](#)

MONDAY 23  
JANUARY

13:00 -  
15:30

Coffee Arena -  
Pad. D1

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

## CIGS - Italian Coffee In Good Spirits Championship

Italian Coffee Championship in Good Spirits valid for the World Coffee in Good Spirits Championship.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

MONDAY 23  
JANUARY

14:00 -  
14:45

Bakery Arena -  
Pav. D3

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

## The foods of the future, a new vision for a healthy and sustainable diet

Cured by Richemont Club Italy

meeting with Alex Revelli, gastrosophi and professor at the San Raffaele University of Rome

MONDAY 23  
JANUARY

14:00 -  
15:00

Choco Arena -  
Pad. B3

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

## The Chocolate way congress

MONDAY 23  
JANUARY

14:00 -  
16:00

Area Associazione  
Italiana Gelatieri

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

## The excellence of ice-cream cakes - 7th edition

Organised by Associazione Italiana Gelatieri

On Monday 24 January at 2 pm the judging panel will evaluate the ice-cream cakes. They will award the top prize to the ice-cream maker who has created the best ice-cream cake using "pistachio recipes".

The top 5 entries will receive a prize.

Organised by Associazione Italiana Gelatieri

MONDAY 23  
JANUARY

14:00 -  
18:00

Dolce Arena -  
South Hall

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

## Junior World Pastry Cup

The Junior World Pastry Cup is a unique team event and is aimed at youngsters under 25 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 championship is: "AMAZON, A JOURNEY INTO NATURE".

The theme shall have to be illustrated through the artistic sugar and chocolate showpieces, using the dessert ingredients required by the regulation.

The teams are required to find new shapes, innovative lines and hyper-modern decorative effects, to allow imagination free rein, without preconceptions and in harmony with the requested products.

For the 2023 edition, the teams competing are Korea, France, Italy, Poland and Peru.

### CONTEST TRIALS:

- Artistic chocolate showpiece.
- Small pastillage sculpture tray.
- Innovative baked mignon pastries.
- Artistic sugar showpiece.
- Chocolate cake.
- Gelato cup served in a glass.
- Espresso coffee flavoured dessert on a plate.

MONDAY 23  
JANUARY

14:00 -  
18:00

Dolce Arena -  
South Hall

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

## The Pastry Queen World Pastry Championship

Unique in its kind, The Pastry Queen Women's World Pastry Championship is addressed to female pastry chefs from all over the world, representing an opportunity for comparison and a growth experience for those who convey with their style and elegance an absolute example of professionalism to make world pastry great.

For the 2023 edition, the theme of the championship is: "THE GENIUS OF LEONARDO DA VINCI".

For the 2023 edition, the women competing come from Korea, Japan, India, Italy and Peru.

### CONTEST TRIALS:

- Dessert in a glass with espresso coffee gelato.
- Warm and cold plated dessert with chocolate and marrons glacés.
- Chocolate jewel ring-shaped mini bonbon dessert.
- Small chocolate tray sculpture.
- Cake baked using a free mold.
- Artistic sugar and pastillage showpiece.

MONDAY 23  
JANUARY

14:30 -  
15:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

*Talk*

[Click here](#)

## Food service market monitor: main trends and evolutions

MONDAY 23  
JANUARY

14:30 -  
16:30

Gelato Arena -  
Pav. A5

**Gelato**

*Award Ceremony*

[Click here](#)

## Guide to the gelaterie in Italy 2023

Award ceremony by Gambero Rosso.

MONDAY 23  
JANUARY

14:45 -  
15:30

Dolce Arena -  
South Hall

**Pastry**

*Talk*

[Click here](#)

MONDAY 23  
JANUARY

14:45 -  
15:30

Dolce Arena -  
South Hall

**Pastry**

*Talk*

[Click here](#)

## Panettone and Tiramisu: the icons of Italian desserts meet the flavors and tastes of the world- with English simultaneous translation

Simultaneous translation: English

MONDAY 23  
JANUARY

15:00 -  
16:00

Vision Plaza -  
South Hall

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

## The challenges of the bar of the future: quality, professionalism and innovation

Cured by: Fipe

First the pandemic crisis and then the energy crisis have profoundly changed market dynamics with major repercussions on the organisational and management set-ups of companies. The opening hours of businesses that must come to terms with the optimal use of human resources and the difficulty of finding them, the extraordinary increases in costs that must be measured against the adjustment of price lists, the needs of the consumer between the search for security, smart working and new sociability, are all phenomena that oblige the bar world to rethink the supply model to one hinged on the economic sustainability of the business. Indeed, it is no secret that over the last few years the number of bars in Italy has been progressively decreasing. Through the testimony of experts and entrepreneurs, the meeting aims to fuel a serious debate on issues that are of strategic importance today for the development of the bar.

MONDAY 23  
JANUARY

15:00 -  
16:00

Choco Arena -  
Pad. B3

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

MONDAY 23  
JANUARY

15:30 -  
16:15

Dolce Arena -  
South Hall

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

Cured By: Relais Dessert

MONDAY 23  
JANUARY

15:30 -  
16:15

Dolce Arena -  
South Hall

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

The excellence of confectionary art and typical products, such as coffee, ambassadors of Made in Italy in the world - with English simultaneous translation

Simultaneous translation: English

Cured By: Relais Dessert

MONDAY 23  
JANUARY

16:00 -  
17:00

Choco Arena -  
Pad. B3

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

MONDAY 23  
JANUARY

16:15 -  
17:30

Dolce Arena -  
South Hall

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

Relais Desserts - The search for quality and beauty in the art of confectionery: a new renaissance that feeds civilizations - with English simultaneous translation

Simultaneous translation: English

MONDAY 23  
JANUARY

16:15 -  
17:30

Dolce Arena -  
South Hall

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

Relais Desserts - The search for quality and beauty in the art of confectionery: a new renaissance that feeds civilizations

MONDAY 23  
JANUARY

16:30 -  
17:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## New business: how to engage big customers - with English simultaneous translation



**SANDRO FERRETTI**

Simultaneous translation: English

Talk curated by Talk a cura di  
Bargiornale e Dolcegiornale



**CHRISTOPHER MOSCHELLA**

MONDAY 23  
JANUARY

16:30 -  
17:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

## New business: how to engage big customers



**SANDRO FERRETTI**

Talk curated by Bargiornale  
e Dolcegiornale



**CHRISTOPHER MOSCHELLA**

MONDAY 23  
JANUARY

16:45 -  
17:00

Coffee Arena -  
Pad. D1

**Coffee**

Award Ceremony

[Click here](#)

## Brewers Cup Italian Championship Award Ceremony

Award ceremony.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

MONDAY 23  
JANUARY

17:00 -  
17:30

Coffee Arena -  
Pad. D1

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

## CICS Award Ceremony -Italian Coffee In Good Spirits

Award ceremony.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

MONDAY 23  
JANUARY

17:00 -  
18:00

Choco Arena -  
Pad. B3

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

MONDAY 23  
JANUARY

17:30 -  
18:00

Pastry Arena - Pav  
B5

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

## Senior Italian Pastry Award Ceremony

Award Ceremony.

MONDAY 23  
JANUARY

18:00 -  
18:30

Pastry Arena - Pav  
B5

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



# TUESDAY 24 JANUARY

TUESDAY 24  
JANUARY

08:00 -  
18:00

Dolce Arena -  
South Hall

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

## The Pastry Queen World Pastry Championship

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### CONTEST TRIALS:

- Dessert in a glass with espresso coffee gelato.
- Warm and cold plated dessert with chocolate and marrons glacés.
- Chocolate jewel ring-shaped mini bonbon dessert.
- Small chocolate tray sculpture.
- Cake baked using a free mold.
- Artistic sugar and pastillage showpiece.

TUESDAY 24  
JANUARY

08:00 -  
18:00

Bakery Arena -  
Pav. D3

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

## Bread In The City - Bakery World Cup

-

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- Freestyle breads
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- Oven-baked pies
- Savoury presentation

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Organized by Sigep, cured by Rlichemont Club Italy, with the patronage of Rlichemont Club International.

TUESDAY 24  
JANUARY

09:30 -  
18:00

Dolce Arena -  
South Hall

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

## Junior World Pastry Cup

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- Artistic sugar showpiece.
- Chocolate cake.
- Gelato cup served in a glass.
- Espresso coffee flavoured dessert on a plate.

TUESDAY 24  
JANUARY

09:30 -  
18:00

leva-contest-area-  
Pav. D2

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

## Leva Contest

The Leva Sensory contest is a competition between baristas on espresso machine with Leva technology, which consists of extracting the best quality coffee possible from the same roasted coffee.

The contestants have 15 minutes to find the right grind, choose a recipe, check the validity of the extraction in terms of extraction parameters with the Leva machine and taste the espressos until they find the right balance. The competitors must then serve 3 pairs of espressos at the judges' table. Whoever gets the highest score wins.

TUESDAY 24  
JANUARY

10:00 -  
10:30

Vision Plaza -  
South Hall

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

## Trends and opportunities in the confectionery sector in Iraq

TUESDAY 24  
JANUARY

10:00 -  
11:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

10:00 -  
17:00

Roasters Village -  
Pav. D1

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

## Roasters Village by SCA Italy

TUESDAY 24  
JANUARY

10:15 -  
10:45

Bakery Arena -  
Pav. D3

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

Packaging in a modern bakery: the latest trends between price increases and materials environmentally sustainable

Cured by Richemont Club Italy

meeting with Nicola Zambrieri of Good Morning Paper

TUESDAY 24  
JANUARY

10:30 -  
11:30

Gelato Arena -  
Pav. A5

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

CNA Award for Master Gelato Makers

Cured by CNA Agroalimentare

Award ceremony by CNA Agroalimentare to its members, divided into three categories: career, innovation, young promising gelato maker and ice cream parlour with female business owner.

Organised by CNA Agroalimentare



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WITH THE SUPPORT OF



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MYSTERY SPONSORS



MEDIA PARTNERS



TUESDAY 24  
JANUARY

10:45 -  
11:30

Pastry Arena - Pav  
B5

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



**MONICA MESCHINI**  
*Chocolate Expert*



**GUIDO CASTAGNA**

TUESDAY 24  
JANUARY

11:00 -  
12:00

Vision Plaza -  
South Hall

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

## Bread: the future is sustainable

curated by: Aibi Assitol

Long-lasting products, zero-impact packaging, a focus on the territory and more: companies reach out to bakers in the name of sustainability. With Stefano De Dionigi, vice-president of AIBI, and Giancarlo Ceccolini, president of Fippa. Moderator: Andrea Carrassi, General Manager of ASSITOL.

TUESDAY 24  
JANUARY

11:00 -  
12:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

11:00 -  
12:00

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



**GIGI TAGLIAPIETRA**



**ANDREA PONZONI**

TUESDAY 24  
JANUARY

12:00 -  
12:30

Pastry Arena - Pav  
B5

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

Excellence and quality in the different branches of Pastry-making - with case histories



**IGINIO MASSARI**

TUESDAY 24  
JANUARY

12:00 -  
13:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

12:30 -  
13:30

Vision Plaza -  
South Hall

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

Rules and tools to enhance a country's heritage

Curated by: Fipe

Cafes, pastry shops, ice cream parlours and confectioners are a heritage to be protected and enhanced. And even more so when it comes to activities that have passed through the history of the country, as in the case of the hundreds of historic premises located in every corner of our cities, from small to large, and of our territories. In recent years, regions and municipalities have tried, each in their own way, to identify their historic premises and more generally historic shops. The result is a Babel of regulations in which an establishment is historic if it is 40 years old in one region or city while it is only historic if it is 60 or 70 years old in a different region or city. With these assumptions, it is difficult, or indeed impossible, to set up national valorisation and incentive policies capable of protecting this great national heritage. This was the motivation behind the Fipe project, designed to define a standard that identifies historic premises with nationwide valid criteria. The aim of the meeting is to take stock of the prospects of this standard and the business support measures that will be developed in the coming months.

TUESDAY 24  
JANUARY

12:30 -  
13:30

Gelato Arena -  
Pav. A5

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

TUESDAY 24  
JANUARY

12:30 -  
13:30

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

TUESDAY 24  
JANUARY

12:30 -  
15:00

Coffee Arena -  
Pad. D1

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

## CILA Final - Italian Latte Art Championship

Italian Latte Art Championship valid for the World Latte Art Championship.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.



TUESDAY 24  
JANUARY

12:45 -  
13:15

Pastry Arena - Pav  
B5

**Pastry**

*Talk*

[Click here](#)

TUESDAY 24  
JANUARY

13:00 -  
14:00

Area Associazione  
Italiana Gelatieri

**Gelato**

*Competition*

[Click here](#)

## Hazelnut gelato - Alberto Pica Memorial

Organised by Associazione Italiana Gelatieri

On Tuesday 25 January at 1 pm the judging panel will evaluate the gelato flavours, choosing the best hazelnut gelato.

The top 10 entries will receive a prize.

Organised by Associazione Italiana Gelatieri

TUESDAY 24  
JANUARY

13:00 -  
14:00

Area Associazione  
Italiana Gelatieri

**Gelato**

*Competition*

[Click here](#)

## A thousand ideas for a new gelato flavour of the year

Organised by Associazione Italiana Gelatieri

On Tuesday 25 January at 1 pm the judging panel will evaluate the various flavours, choosing the best one.

The top 10 entries will receive a prize.

Organised by Associazione Italiana Gelatieri

TUESDAY 24  
JANUARY

13:00 -  
14:00

Choco Arena -  
Pad. B3

**Chocolate**

[Click here](#)

## Shapes and colors of the new breakfast

Talk curated by Bargiornale  
e Dolcegiornale

TUESDAY 24  
JANUARY

13:30 -  
14:00

Pastry Arena - Pav  
B5

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



**STEFANO FERRARO**



**FEDERICO PRODON**



**PAOLO SACCHETTI**

TUESDAY 24  
JANUARY

13:30 -  
14:00

Vision Plaza -  
South Hall

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



**GIACOMO PINI**



**DARIO MARIOTTI**

TUESDAY 24  
JANUARY

14:00 -  
15:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

14:00 -  
15:00

Bakery Arena -  
Pav. D3

**Bakery**

Demo

[Click here](#)

TUESDAY 24  
JANUARY

14:15 -  
14:45

Pastry Arena - Pav  
B5

**Pastry**

Demo

[Click here](#)

**ELISABETTA FILONZI**



**ELISABETTA CUGINI**

*Dolcesalato Journalist*

TUESDAY 24  
JANUARY

14:30 -  
15:00

Vision Plaza -  
South Hall

**Innovation &  
Trends**

Talk

[Click here](#)

In home and out of home breakfast. Foodservice opportunities looking at consumer behaviors



**MATTEO FIGURA**

Curated by: The NPD Group

Up until the lockdown, breakfast was one of the growth drivers for the Foodservice market, but what has

changed today? Have consumers gone back to having breakfast out or do they now have different habits? We'll talk about it by commenting on data and insights on in and out of home consumption.

TUESDAY 24  
JANUARY

14:30 -  
15:30

Gelato Arena -  
Pav. A5

**Gelato**

Demo

[Click here](#)

Italian taste symphony

TUESDAY 24  
JANUARY

14:30 -  
17:00

Tulipano Room

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

## BREAD: between science and representation

Cured by: CNA

MASAF's research body CREA will be present recent studies on wheat, the Ministry of Food Sovereignty and the united action taken towards the government by the bakers' associations.

TUESDAY 24  
JANUARY

15:00 -  
15:30

Pastry Arena - Pav  
B5

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

## Modern Praline production: a product with margins

TUESDAY 24  
JANUARY

15:00 -  
16:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

15:30 -  
16:00

Vision Plaza -  
South Hall

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

## Pastry marketing: new trends and the rules for success - with English simultaneous translation



**CARLO MEO**

*CEO of Marketing & Trade, consulting company on consumption behaviors, concepting and retail design*

Simultaneous translation: English

curated by Italian Gourmet



**FRANCESCO BRIGLIA**

*Italian Gourmet Director*

MARCO PEDRON



MICHELE CANNONE

PIERO GABRIELI

Curated by Italian Gourmet

TUESDAY 24  
JANUARY

15:30 -  
16:00

Vision Plaza -  
South Hall

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



**CARLO MEO**

*CEO of Marketing & Trade, consulting  
company on consumption behaviors,  
concepting and retail design*



**FRANCESCO BRIGLIA**

*Italian Gourmet Director*

MARCO PEDRON



MICHELE CANNONE

PIERO GABRIELI

TUESDAY 24  
JANUARY

15:30 -  
16:30

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

Beyond recycling, advanced GREEN ENERGY systems by taking advantage of new technologies currently being tested abroad

TUESDAY 24  
JANUARY

15:45 -  
16:15

Pastry Arena - Pav  
B5

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

## From the creation of a dish to its social communication: aesthetics, content and performance



**MARTINA ALGERI**

Cured by: Welcome CAST  
Alimenti's partner

It is by now undeniable that the ability  
to maintain and expand one's

clientele depends not only on the competence and skills of the chef in the conception and creation of a dish, but also on how the gastronomic proposal is 'showcased' using digital tools such as social media and websites. Through an informative talk accessible to all, Martina Algeri will give useful style suggestions and practical advice on managing the main social platforms.

A not-to-be-missed moment of inspiration for immediately enhancing the identity of one's social profiles. On stage in the Pastry Arena: Martina Algeri, Social Media Manager of Welcome.

TUESDAY 24  
JANUARY

15:45 -  
16:30

Gelato Arena -  
Pav. A5

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

Curated by Martino Luizzi, Teacher and Expert in Food and Nutrition Studies and Research and President of the Artisanal Gelato Study Center

TUESDAY 24  
JANUARY

16:00 -  
17:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

16:00 -  
18:00

Neri Room 1 -  
South Hall

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

## 16th Comunicando Award

Cured by **Punto IT**

The most coveted communication award for the gelato and bakery sectors is back. 16th edition of Comunicando, ceremony that will proclaim the best advertising campaigns and the best performing digital activities of 2022.

Cured by **Punto IT**.

TUESDAY 24  
JANUARY

16:30 -  
17:00

Vision Plaza -  
South Hall

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

## Coffee culture in the light of sustainability and digital development



**GIANCARLO SAMARITANI**

Sustainability and digital development have become and will become more and more fundamental elements for the coffee supply chain and for all operators.

Two examples:

There are more and more companies, no longer just the large ones, which produce a sustainability report every year to transparently document both the economic and social and environmental aspects that guide the company in its relationship with shareholders and consumers. Sustainability is already a key aspect to ensure the future of coffee plantations.

Digital development permeates the supply chain. We could talk about it for hours. Because all machines, from coffee roasters to espresso machines, now have a thinking head, which can be controlled/repared remotely. But there are two even more important clues. Telecommunications and the Internet which have brought stock market prices to all companies and the possibility of contacting sellers and producers directly, but also end customers with e-commerce. And then the blockchain, a mature technology, which is becoming increasingly essential for documenting all the steps from the field to the cup in a transparent and detailed way.

The following will contribute: Andrea Antonelli, Michele Cannone, Alessandro Galtieri, Maurizio Giuli, Andrej Godina, Giancarlo Samaritani and Francesco Sanapo.

TUESDAY 24  
JANUARY

16:30 -  
17:00

Vision Plaza -  
South Hall

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

## Coffee culture in the light of sustainability and digital development - with English simultaneous translation

Simultaneous translation: English

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TUESDAY 24  
JANUARY

16:30 -  
17:30

Pastry Arena - Pav  
B5

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



TUESDAY 24  
JANUARY

17:00 -  
17:20

Coffee Arena -  
Pad. D1

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

## Italian Coffee Roasting Ceremony Award Ceremony

Award ceremony.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

TUESDAY 24  
JANUARY

17:00 -  
18:00

Choco Arena -  
Pad. B3

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

TUESDAY 24  
JANUARY

17:00 -  
18:00

Area Associazione  
Italiana Gelatieri

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

Cured by: Associazione Italiana Gelatieri Italiani

TUESDAY 24  
JANUARY

17:30 -  
18:00

Coffee Arena -  
Pad. D1

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

## CILA Award Ceremony - Italian Latte Art Championship

Award ceremony.

Cured by SIGEP, in collaboration with **SCA Italy** and **World Coffee Events**.

# WEDNESDAY 25 JANUARY

WEDNESDAY 25  
JANUARY

08:00 -  
15:00

Dolce Arena -  
South Hall

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

## The Pastry Queen World Pastry Championship

Unique in its kind, The Pastry Queen Women's World Pastry Championship is addressed to female pastry chefs from all over the world, representing an opportunity for comparison and a growth experience for those who convey with their style and elegance an absolute example of professionalism to make world pastry great.

For the 2023 edition, the theme of the championship is: "THE GENIUS OF LEONARDO DA VINCI".

For the 2023 edition, the women competing come from Korea, Japan, India, Italy and Peru.

CONTEST TRIALS:

- Dessert in a glass with espresso coffee gelato.
- Warm and cold plated dessert with chocolate and marrons glacés.
- Chocolate jewel ring-shaped mini bonbon dessert.
- Small chocolate tray sculpture.
- Cake baked using a free mold.
- Artistic sugar and pastillage showpiece.

WEDNESDAY 25  
JANUARY

09:30 -  
11:30

Coffee Arena -  
Pad. D1

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

## Italian Cup Tasters Championship

Italian Cup Tasters Championship valid for the World Cup Tasting Championship.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

WEDNESDAY 25  
JANUARY

09:30 -  
15:00

Pastry Arena - Pav  
B5

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

## SigepGiovani Contest

For no less than 32 years, Sigep has been supporting youth training by promoting school projects at the exhibition centre.

SigepGiovani is an initiative carried out in collaboration with "Pasticceria Internazionale", SIGEP exhibiting companies and schools from all over Italy, to promote training and cultural exchange between students and professionals from the entire peninsula and the main islands.

For the 2022 edition, 12 schools will compete in a competition dedicated to them, inside the Pastry Arena, on Wednesday 25 January.

Organised by SIGEP, in collaboration with SigepGiovani and Pasticceria Internazionale

WEDNESDAY 25  
JANUARY

09:30 -  
15:00

Dolce Arena -  
South Hall

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

## Junior World Pastry Cup

The Junior World Pastry Cup is a unique team event and is aimed at youngsters under 25 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 championship is: "AMAZON, A JOURNEY INTO NATURE".

The theme shall have to be illustrated through the artistic sugar and chocolate showpieces, using the dessert ingredients required by the regulation.

The teams are required to find new shapes, innovative lines and hyper-modern decorative effects, to allow imagination free rein, without preconceptions and in harmony with the requested products.

For the 2023 edition, the teams competing are Korea, France, Italy, Poland and Peru.

### CONTEST TRIALS:

- Artistic chocolate showpiece.
- Small pastillage sculpture tray.
- Innovative baked mignon pastries.
- Artistic sugar showpiece.
- Chocolate cake.
- Gelato cup served in a glass.
- Espresso coffee flavoured dessert on a plate.

WEDNESDAY 25  
JANUARY

10:00 -  
10:45

Vision Plaza -  
South Hall

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

WEDNESDAY 25  
JANUARY

10:00 -  
11:00

Choco Arena -  
Pad. B3

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

WEDNESDAY 25  
JANUARY

10:00 -  
16:00

Roasters Village -  
Pav. D1

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

## Roasters Village by SCA Italy

WEDNESDAY 25  
JANUARY

10:15 -  
11:15

Gelato Arena -  
Pav. A5

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



**MARCO MARTINELLI**  
*Chef*



**DARIO MARIOTTI**

WEDNESDAY 25  
JANUARY

11:00 -  
11:30

Vision Plaza -  
South Hall

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

WEDNESDAY 25  
JANUARY

11:00 -  
12:00

Bakery Arena -  
Pav. D3

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

## Bread In The City - Bakery World Cup - Award Ceremony

Cured by Richemont Club Italy

Award ceremony.

Organised by SIGEP, co-ordination by Richemont Club Italia, with the patronage of Richemont Club International.

WEDNESDAY 25  
JANUARY

11:00 -  
12:00

Choco Arena -  
Pad. B3

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

WEDNESDAY 25  
JANUARY

11:15 -  
12:00

Coffee Arena -  
Pad. D1

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

## The ten rules to become a great bartender

**ANDREA ANTONELLI**

Curated by Bargiornale

WEDNESDAY 25  
JANUARY

11:15 -  
12:00

Neri Room 2 -  
South Hall

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

WEDNESDAY 25  
JANUARY

11:15 -  
12:15

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

WEDNESDAY 25  
JANUARY

11:30 -  
12:00

Coffee Arena -  
Pad. D1

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

## Italian Cup Tasters Championship Award Ceremony

Award ceremony.

Cured by SIGEP, in collaboration with **SCA Italy** e **World Coffee Events**.

WEDNESDAY 25  
JANUARY

11:30 -  
12:15

Gelato Arena -  
Pav. A5

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

## What is gelato?

Cured by Carpigiani Gelato University

Introductory course to the art of gelato making with master Palmiro Bruschi of Carpigiani Gelato University

WEDNESDAY 25  
JANUARY

12:00 -  
12:30

Vision Plaza -  
South Hall

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

curated by FoodLab di Design Group Italia

WEDNESDAY 25  
JANUARY  
12:00 -  
13:00  
Choco Arena -  
Pad. B3  
**Chocolate**  
Talk  
[Click here](#)

## Cooking Quiz Digital

WEDNESDAY 25  
JANUARY  
12:15 -  
13:00  
**Digital**  
Talk  
[Click here](#)

WEDNESDAY 25  
JANUARY  
12:30 -  
13:30  
Neri Room 2 -  
South Hall  
**Pastry**  
Talk  
[Click here](#)

## Ribolla Gialla FVG sorbet with Frico di Carnia wafer

WEDNESDAY 25  
JANUARY  
12:30 -  
13:30  
Gelato Arena -  
Pav. A5  
**Gelato**  
Demo  
[Click here](#)

WEDNESDAY 25  
JANUARY  
13:00 -  
14:00  
Choco Arena -  
Pad. B3  
**Chocolate**  
[Click here](#)

Food waste: Causes, impacts and solutions - The case of Too Good To Go

WEDNESDAY 25  
JANUARY  
14:30 -  
15:30  
**Digital**  
Talk  
[Click here](#)

WEDNESDAY 25  
JANUARY  
15:00 -  
16:00  
Choco Arena -  
Pad. B3  
**Chocolate**  
[Click here](#)

Junior World Pastry Cup - Award Ceremony

WEDNESDAY 25  
JANUARY  
15:30 -  
16:30  
Dolce Arena -  
South Hall  
**Pastry**  
Award Ceremony  
[Click here](#)

Award Ceremony.



WEDNESDAY 25  
JANUARY

15:30 -  
16:30

Dolce Arena -  
South Hall

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

## The Pastry Queen World Pastry Championship - Award Ceremony

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WEDNESDAY 25  
JANUARY

16:00 -  
17:00

Choco Arena -  
Pad. B3

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

WEDNESDAY 25  
JANUARY

16:30 -  
17:00

Pastry Arena - Pav  
B5

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

WEDNESDAY 25  
JANUARY

17:00 -  
18:00

Choco Arena -  
Pad. B3

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