



## PRESS BULLETIN

### International Trade Fair of Food Processing Technologies POLAGRA-TECH

#### 12 - 16 September 2010

- Exhibition of Baking and Confectionery Industry

#### 13 - 16 September 2010

- Exhibition of Machines and Devices for the Dairy Industry
- Exhibition of Machines and Equipment for the Food Industry
- Food Ingredients Show

### Technology on a World Level

Modern technologies for various branches of the food industry are **POLAGRA-TECH's domain**. Presented during live expositions will be the operation of specialist machines and equipment, including entire technological lines, while an additional attraction for all visitors will be the chance to try products made on the spot. This year POLAGRA-TECH will be a special meeting place for the dairy, baking, and confectionery trades. Inaugurating the fair on 12 September will be Baker's and Confectioner's Day (MTP, pavilions 5, 9, 9A) and the II Polish Bread Festival (Old Market Square in Poznań). Modern technologies, machines, and equipment, as well as food ingredients under four thematic exhibitions will be presented by **over 300 exhibitors** from, among others, Poland, Germany, the Czech Republic, Italy, Austria, the Netherlands, France, and Belgium. The exposition will boast a record setting number of **new products and market premiers - almost 130!** Honorary patronage over the fair has been assumed by the Minister of Agriculture and Rural Development.

Running simultaneously with POLAGRA-TECH, during 13-16 September 2010, on the grounds of the Międzynarodowe Targi Poznańskie will be the International Trade Fair for Food and Catering Products POLAGRA-FOOD, International Trade Fair for Gastronomy GASTRO TRENDY, and International Packaging Technology and Logistics Exhibition TAROPAK.

## **Bakers and Confectioners at the Start!**

On Sunday, 12 September – during **Baker's and Confectioner's Day** – a much more exuberant exposition than the previous will open, the organized in two-year cycles Exhibition of Baking and Confectionery Industry, at which will be assembled baking machines, equipment, raw products, and ingredients. Exhibitor stands will occupy three pavilions: 5, 9, and 9A.

The exhibition will be the largest and most important baking and confectionery trade meeting in this part of Europe. All market leaders have confirmed their participation.

Taking place on the same day in Poznań's Old Market Square will be the **II Polish Bread Festival** (12 September, 12:00-17:00). It will be a unique chance for Poznań's citizens and those visiting the city at the time to sample countless varieties of breads, rolls, sweet buns, baguettes, and other types of baked goods, as well as get acquainted with the way they are baked. Participating in the event will be bakers and confectioners from Poland and around the world, with the honorary guest being Peter Becker - president of the Union of Bakers and Bakers-Confectioners (UIB).

Exploring the Exhibition of Baking and Confectionery Industry at Polagra-Tech will be one of the program items at the **World Congress of Bakers and Confectioners** (12-15 September), at which will be held meetings with representatives from city and voivodeship authorities, sittings of UIB commissions and management, and the panel discussion „Baking Problems: Poland, the EU and the World”. The congress will be a superb international forum for exchanging knowledge and experiences, as well as a perfect opportunity to present the achievements of the Polish baking and confectionary trades, promoting local products that are distinguishable both in regards to taste and health. The organizers of the congress are the Republic of Poland Baking Craftsmen Association – the only Polish organization that is a member of the Union of Bakers and Bakers-Confectioners (UIB), and the Międzynarodowe Targi Poznańskie. Honorary patronage over the congress has been assumed by: Marek Sawicki, Minister of Agriculture and Rural Development, Marek Woźniak, Marshal of the Wielkopolska Voivodeship, Jan Grabkowski, Staroste of Poznań, and Ryszard Grobelny, Mayor of Poznań.

Extraordinary emotion will be assured during the **final of the Bakery World Cup national elimination** (14 September, 9:00 – 16:00, pavilion 5), where bakers from all over Poland will take part. This special type of baking Olympic championship has the goal of uncovering the best craftsmen in the art of baking and popularizing the baking profession, providing it with a modern dimension and foundation for its dynamic development. The winners of the elimination will represent Poland at the Central European elimination in Croatia during 2011. The Coupe Louis Lesaffre final will take place during 2012 in Paris. Participating in it will be 12 teams from five continents. The tournament organizers are Lesaffre Polska SA and Międzynarodowe Targi

Poznańskie, with the honorary support of the Republic of Poland Baking Craftsmen Association and Polish Association of Confectioners, Caramel Men and Icemen.

Delicate decorations made in marzipan, caramel, and chocolate, as well as rolls fermented in birch sap, or baked in a traditional oven – these are just some of the delicacies that can be seen during the **Confectionary and Baking Masters Shows** held on special spaces in pavilions 5 and 9. During Sunday and Monday (*12 and 13 September*) at the **16th Forum of Bakers and Confectioners** (pavilion 5), confectioners will reign. On Sunday visitors will have a chance to witness the creation of delicate caramel figures, marzipan decorations in delightful forms and fabulous colours, and English-style cake decorations. On Monday chocolate figures and various cookie and desert designs will be presented. On Wednesday and Thursday (*14 and 15 September*) held in this same space will be days dedicated to bakers. The Republic of Poland Baking Craftsmen Association invites all to demonstrations of stone baking on nettle, cabbage, and horseradish leaves, and rolls with an Acacia flower crust. During a special show, Józef Ziólkowski, a Baking Master, will present the secrets of sweet bread and woven bread production. Made on this very spot during the last day will be Wielkopolska's very famous Rogal Marciński (Marcin Crescent Roll) and small baked goods made for the needs of restaurants, hotels, and catering.

Demonstrations of Polish and international Confectionery Masters at work will also take place during each fair day (*12-16 September*) in pavilion 9 at the special **EZIG Expo Sweet Confectionery Forum**. The laureates of many national and international competitions will demonstrate techniques for working with caramel and chocolate. Much attention will be focused on taste compositions and technologies for concocting cream desserts and producing traditional confectionary. Watching over everything will be Janusz Profus – Confectionary Master – Cadbury-Wedel Chocolate Maestro.

### **We Don't Waste Food!**

During each day at POLAGRA-TECH and POLAGRA-FOOD, the Food Banks organization will collect food and products from exhibitors created during machine operation presentations and the numerous baking and confectionary shows.

### **Dairy Products and Technologies**

The Exhibition of Machines and Devices for the Dairy Industry, which takes place in two-year cycles at POLAGRA-TECH, is the country's largest dairy trade meeting attended by dairy industry machine and equipment manufacturers, dairy product producers, as well as researchers, technologists, and market analysts. Exhibitors and visitors also have the possibility

of taking advantage of the synergy created thanks to the co-occurrence at the same place and time Polagra-Food, at which new products are presented. Announcing their presence at the exposition in pavilion 6 are almost all dairy enterprises and leading machine and equipment manufactures from, among others, Germany, France, Finland, and Poland. Such a comprehensive exhibition offer is an exceptional opportunity for enterprises operating in the dairy sector to get acquainted with new products and services in the trade and talk about current events and trends shaping the market situation. A chance to discuss dairy conditions will also be provided by the **conference “Innovative Dairy Technology and Products”** (14 September, 10:00 – 15:00, pavilion 7, room GH). Speaking during the conference will be renowned trade authorities: Waldemar Broś – Board President of the National Association of Dairy Cooperatives, Prof. Władysław Chojnowski - Faculty of Dairy and Quality Management, University of Warmia and Mazury in Olsztyn. Modern products for the dairy industry will also be presented by Tapflo and PRO-WAM. Discussed will be the current situation on the Polish milk market, forecasts for sector development, implementation of innovative solutions, analyses of consumer preferences and market trends, priorities and rules for receiving funds under the Rural Areas Development Program.

### **Machines, Equipment, Apparatuses...**

Under the annual Exhibition of Machines and Equipment for the Food Industry (pavilion 4), a part of POLAGRA-TECH, one will be able to get acquainted with the latest equipment for specific sectors, among them: fruit-vegetable, macaroni, potato, food concentrates, juices and drinks. Presented on the exhibition space will also be a broad offer of control-measurement apparatuses, laboratory equipment, sets and replacement parts, and machines for water management, and forming, dosing and confectioning food products.

Thanks to the “live” presentation of machine operation and their possibilities, the exposition will provide those visitors searching for solutions for their enterprises with a unique attraction. Moreover, planned in the events program are numerous panel discussions and seminars organized in cooperation with Sigma-Not trade publications: Przemysł Fermentacyjny i Owocowo-Warzywny, Przemysł Spożywczy, Przegląd Piekarski i Cukierniczy oraz Przegląd Gastronomiczny, taking on the most current topics with particular focus on the food industry segment.

## Don't Miss It!

- **Press Conference with the Minister of Agriculture and Rural Development and the President of the Międzynarodowe Targi Poznańskie**  
*13 September, 10:00, Pavilion 14 A – Large Room*
- **Inauguration of Smaki Regionów**  
*13 September, 11:00, Pavilion 7*

Ceremonial opening of the fair dedicated to Polish, natural, regional, and certified foods, with participation from the Minister of Agriculture and Rural Development, Marek Sawicki and the Marshall of the Wielkopolska Voivodeship Marek Woźniak.

- **Fair Inauguration and Awards Gala**  
*13 September, godz.12:00, Pavilion 11*

Ceremonial opening of POLAGRA-TECH, POLAGRA-FOOD, GASTRO TRENDY and TAROPAK, with participation from the Minister of Agriculture and Rural Development, high-ranking officials of the Wielkopolska Voivodeship, authorities from the City of Poznań, leaders of international delegations, and invited journalists from the Polish media will be combined with an Awards Gala for the food and gastronomy trades. Handed out during the gala will be the Międzynarodowe Targi Poznańskie's most prestigious distinctions – MTP Gold Medals and Acanthus Aureus.

- **Press Briefing**  
*14 September, 11:00, Pavilion 7, room EF*

The half-way mark of the fair is time for the first summary of all fair events that took place between 13-16 September on the MTP grounds.

- **TAROPAK Gala Awards**  
*14 September, 17:30, Pavilion 15, Congress Room (invitation required)*

During the gala the Międzynarodowe Targi Poznańskie's most prestigious trophies will be handed out – MTP Gold Medals, Acanthus Aureus, PakStar and Student PakStar Awards 2010.

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## Organizational Information:

- **Exposition Sites:**  
**11-14 September:** SMAKI REGIONÓW - pavilions 7, 8  
**12-16 September:** POLAGRA-FOOD - pavilions 7A, 8A and 6  
**13-16 September:**  
POLAGRA-TECH - pavilions 4, 5, 9, 9A and 6  
GASTRO TRENDY - pavilion 6A  
TAROPAK - pavilions 1, 2, 3, 3A and 12
- **Opening Hours for Visitors:**  
11-15 September: 9:00 – 17:00  
16 September: 9:00 – 16:00
- **Entry to the Fair Grounds:**  
11 September: East Hall - Głogowska Str., West Entrance – Śniadeckich Str.  
12 September: East Hall – Głogowska Str., West Entrance – Śniadeckich Str., North Entrance – Bukowska Str. (WTC)  
13-16 September: East Hall – Głogowska Str., West Entrance – Śniadeckich Str., North Entrance – Bukowska Str. (WTC), North Entrance A, Southern Entrance
- **Ticket Prices:**  
**11 September:**  
SMAKI REGIONÓW  
Admission free of charge

**12 September:**  
SMAKI REGIONÓW  
Admission free of charge

Exhibition of Baking and Confectionery Industry at POLAGRA-TECH  
Promotional ticket prices:  
- after registration 15 PLN (the price includes parking fee)  
- without registration 50 PLN

**13-16 September:**  
SMAKI REGIONÓW, POLAGRA-TECH, POLAGRA FOOD, GASTRO TRENDY and TAROPAK  
Ticket prices: in accordance with the below price list

Ticket	Electronic ticket, after registration*	Ticket purchased at the ticket office, after registration*	Ticket purchased at the ticket office, without registration*	School ticket*
Single-entry	10 PLN	20 PLN	60 PLN	10 PLN
Multiple Entry (for the whole event)	50 PLN	60 PLN	150 PLN	-

\* register on-line at [www.mtp24.pl](http://www.mtp24.pl) or at the ticket office.  
Authorized to register are those persons in a trade that relates to the fair (on the basis of a business card or stamp) and those students and pupils of schools related with the trade (on the basis of a valid student ID).  
**PLEASE KEEP YOUR ENTRY TICKET!**

**More information at** [www.polagra-tech.pl/en](http://www.polagra-tech.pl/en), [www.polagra-food.pl/en](http://www.polagra-food.pl/en),  
[www.gastrotrendy.pl/en](http://www.gastrotrendy.pl/en), [www.taropak.pl/en](http://www.taropak.pl/en)

Poznań, 31 August 2010