



Milano, May 2009

Press Release

A dense program of scientific events and fully booked pavilions

TUTTOFOOD 2009 – Milan (10-13 June): business, research, innovation and development

Research, techniques, training and business will meet during the four days of **TUTTOFOOD**, Milan world exhibition, which will take place from the 10th to the 13th of June at fieramilano. The spaces of the four big pavilions number 13/15 and 22/24 (fully booked for the event; all the available spaces were sold, saying a lot about **TUTTOFOOD's potential**) will host high profile professional events, including the three events that contributed to the great success of the first edition of the exhibition: the prizes for **innovative products, niche products and the TUTTOFOOD Cheese Award**, dedicated to excellences in the dairy sector.

The 9th edition of the conference dedicated to food science and technology (9th Ciseta), will take place on the 11th and 12th of June. "The keywords, said Sebastiano Porretta – curator of the initiative – are Research, Innovation and Development, at disposal to the producers, that have always been the main users of the very rich acts of the conference".

CISETA, one of the longest-lived conferences in the field of food science and technology, saw the light in the attempt of filling a void that characterized the Italian conferences scenario, which despite its abundance of symposia and specialist seminars, lacked of a meeting point for experts and academics of the food science and technology sector who dedicate their efforts to research, innovation and development. "Ciseta – continues Porretta - embodies the spirit of an independent scientific meeting with the ability of generating knowledge, curiosity and interest for the world of scientific research".

The general program for the CISETA conference (<http://www.tuttofood.it/static/upl/Pr/Programmafianale9°CISETA1.pdf>) is very rich and includes 150 contributions (speeches and posters) scheduled over parallel sessions.

Numerous institutional bodies and associations supported and gave their patronage to the conference, including the National Research Council (CNR), the Department for Environment, Food and Rural Affairs, the Italian Association of Food Product Industries (AIIPA), the Industrial Meat Association (ASSICA), the Italian Association of Vegetable Preserves and the Italian Association of Food Technology (AITA).

In the fields of training and information TUTTOFOOD will host the important initiatives *Food Educational & MiWine Tasting* (a 450 squared meters area in the pavilion 22), that consist in a cooking school and in 12 desks dedicated to the showcase and tasting of important Italian wines. Organized by **ViaBagutta Comunicazione** with the support of the award-winning chef group **Chic** (Charming Italian Chef) it aims to promote local products by pointing out their specificity and by matching them to refined cuisine, through special tasting sessions and cooking lessons held by highly regarded chefs. It is addressed to operators, buyers, caterers, journalists (it is a pay event for about 200 people per day – booking required).

The format – A chef of the Chic group, with the help of one of the participants, holds a practical cooking lesson using the selected products. After a brief technical introduction and a guided tasting session held by an expert, the chef prepares a creative dish that the audience can taste. A wine

producer will then present one of his products to match the dish. The Chic area will be open during the four days of the exhibition from 11am to 5pm with three 90 minutes sessions per day (1st session at 11am, 2nd session at 1pm and 3rd session at 3pm).

Chic is a group of more than 50 chefs, established with the intent of promoting Italian cooking abroad, through exhibitions, events and communication activities. The group is composed by young and successful professionals who interpret the preparation of local and typical dishes with a lot of creativity.

Fipe, the Italian Federation of Bars and Catering, is another important partner of TUTTO**FOOD** 2009: the exhibition will host a lounge area dedicated to Fipe operators (the key visitors of TUTTO**FOOD**). The area can be used for a break, as well as for business meetings. "The partnership with Fiera Milano International – comments Edi Sommariva, Fipe's General Director – is very important for us because the 'out of home' sector represent a significant share of the market and it is experiencing a fast growth in quantity (the number of meals consumed) and quality. For this reason Fipe will hold an important presentation on the consistency and the development opportunities of this important segment of the Food market within the context of TUTTO**FOOD**".

A big added value to TUTTO**FOOD** consists without a doubt in the big efforts that Fiera Milano International is putting towards social campaigns, setting a good example on the role the private sector should have in helping underprivileged communities, both in Italy and the world.

This commitment resulted in the activation and support to two projects: the first involves the *Companhia do agro-turismo Utopia Limitada* (<http://www.companhiadoagroturismoutopia.org>), an initiative started in 2006 in Mozambique aimed to the establishment of a farmers cooperative and to provide appropriate education and a living wage to improve the living conditions of the people involved.

On the Italian side TUTTO**FOOD** supports *Mirabilia Dei*, an organisation focusing on residential homes and special education for people with disabilities. The first home was established in 1991 thanks to the efforts of two families with a genuine desire to welcome people in need of assistance, providing them with education, assistance and emotional support. 68 people have been hosted so far within 6 structures in the Italian regions of Lombardia and Puglia (2 additional homes are being built and one of the structures will soon double its available spaces). The scenario is completed by a nursing home that can host up to 169 people that aren't self-sufficient.

These structures support their guests maintaining and trying to improve their autonomy through physical exercise, creative activities and providing training for basic tasks. The objective, that not every guest will be able to reach, is work integration/placement. *Mirabilia Dei's* activities can be supported with donations of money, materials and, with the necessary coordination, food.

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