



FEDERAZIONE INTERNAZIONALE
PASTICCERIA
GELATERIA CIOCCOLATERIA

Press Office

PRESS RELEASE

A great achievement for the Fip. Expo 2015 sponsorship for the World Championship of Pastry and Cake Designer. Fiera Host of Milan the Location

Expo Milano 2015. The numbers speak clearly. 6 months of expo' and 20 million visitors waiting for 2015 for what is considered the biggest event ever made on food supply and nutrition.

A global showcase where all the countries of the world will show their qualities in guaranteeing the utmost, healthy food, safe and sufficient for all the populations with respect for the planet and its balance.

It's in this awaited Italian scene that the FIP Italian Federation of Pastry Ice Cream and Chocolate will receive the Official Sponsorship of the EXPO 2015.

The Italian Federation of Pastry Ice Cream and Chocolate, in collaboration with The Italian Fip Excellence Team and the Italian Cake Designer Excellent Team, will do their utmost to give the EXPO 2015 added value with two international events at the Host Fiera Milano;

~~The World Trophy of Pastry Ice Cream Chocolate~~ (Campionato Mondiale di Pasticceria Gelateria

- ~~Cake Designers World Championship~~ (Campionato Mondiale di Cake Designer)

Host Fiera Milano has been considered the right place for these two important appointments thanks to the ability to go beyond the exhibition moment, establishing itself as a professional network on every level and proposing itself as a network of knowledge, products and experience at the complete disposition of the professionals of the Ho.Re.Ca.

New products, new ideas, new services, new business. These are the 4 strengths of the Host, the Hall of professional hospitality. It could only be the perfect union with FIP.

23rd July 2014