



*Versailles*

FRANCE

25 - 28 MAI 2017

WELCOME

XXXV

CONGRESS





**XXXV CONGRESS  
VERSAILLES  
25. MAY – 28. MAY 2017**

## **BREAD AND BAKE-OFF**

**Anticipation of  
consumer's expectations**





***Ladies and gentlemen, Dear colleagues and guests,***

I am glad and very proud to invite you to the XXXV AIBI Congress, which will take place in Versailles. This city full of history, whose Royal Castle shines on the world, will provide you an exceptional setting during your whole stay.

« Bread and bake-off : anticipation of consumer's expectations » will be the theme of the Congress. Answers brought by the many speakers expected, as well as the opinions and experiences shared by all participants, will especially resonate in the country of the "baguette" and "croissant". The sense of tradition may successfully accompany modernity.

We have to remain confident in our future, and I hope that this meeting will contribute to make us stronger. I must take this opportunity to thank all our sponsors, who allow us to move forward with boldness and accomplishment, and also to organise such a prestigious Congress.

***Welcome to Versailles !***

Jean-Manuel LEVEQUE  
AIBI President



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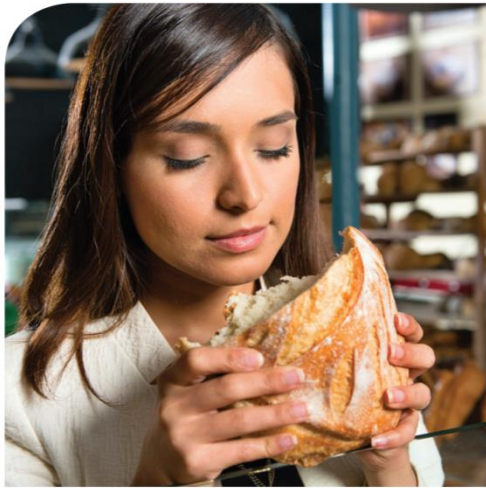


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# GENERAL PROGRAMME

## ***Thursday, May 25, 2017***

- 14:00-19:30** Registration in the Lobby at the AIBI Counter  
Congress documents will be available there
- 20:00-23:00** Welcome cocktail & dinner « à la française » at the Trianon Palace Hotel

## ***Friday, May 26, 2017***

- 07:00-09:00** Breakfast buffet at Trianon Palace Hotel
- 09:00-13:00** Congress (Colbert Room)  
*Guided tour or Shopping in Paris (partners only)*
- 13:00-14:00** Lunch at Trianon Palace Hotel
- 14:30-18:00** Visit of the Château de Versailles
- 19:00-19:30** Transfer to the dinner venue
- 19:30-23:00** Dinner cruise on the Seine

## ***Saturday, May 27, 2017***

- 07:00-09:00** Breakfast buffet at Trianon Palace Hotel
- 09:30-13:00** Congress (Colbert Room)  
*Animations about the French art of living (partners only)*
- 13:00-14:00** Lunch at Trianon Palace Hotel
- 14:30-18:00** Transfer and visit Louis Vuitton Foundation
- 19:00-19:30** Walk to the « Grandes Ecuries du Château de Versailles »
- 19:30-23:00** Gala Dinner at the « Académie Equestre de Versailles »

## ***Sunday, May 28, 2017***

- 07:00-10:00** Breakfast buffet at Trianon Palace Hotel  
Check out before 10am

# CONGRESS PROGRAMME

## ***Friday, May 26, 2017***

- 09:00** General Assembly
- 10:00** Welcome and Introduction of outgoing AIBI president Jean-Manuel Lévêque on « Bake-off »  
-> *History, industrial and market evolution, maturity and new trends*
- 10:15** Anne Fremaux du Gira  
-> *Statistics on bake-off in Europe including the retail market*
- 10:50** Puratos (sponsor) presentation
- 11:00** Coffee break
- 11:30** Roundtable discussion -> *Bake-off technology perspectives*
- 12:50** Lesaffre (sponsor) presentation
- 13:00** Lunch at Trianon Palace Hotel

## ***Saturday, May 27, 2017***

- 09:30** Introduction
- 09:40** Top European Retail Chain Representative : Recent developments of the bake-off equipment in supermarkets
- 10:10** Mecatherm (sponsor) presentation
- 10:30** Coffee break
- 11:00** Roundtable discussion -> *Fresh bread : How can bake-off embrace better future consumer needs*
- *Interaction between bake off and other bakery technologies*
  - *Consumer perspectives for bake off but also prepacked*
  - *Fresh perception from the customers point of view : foodservice, retail, craft bakeries*
  - *Fresh perception vision from different continents*
- 12:30** Closing remarks of the president elect
- 13:00** Lunch at Trianon Palace Hotel



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# GENERAL INFORMATION

## Congress organisation

### **Nord Sud Aventure**

Loriane Teirlynck

+33 (0)3 20 03 10 24

[loriane.t@nord-sud-aventure.com](mailto:loriane.t@nord-sud-aventure.com)

## The congress will be held at :

### **Hôtel Trianon Palace**

1 boulevard de la Reine  
78000 Versailles / France

+33 (0)1 30 84 50 00

[www.trianonpalace.fr](http://www.trianonpalace.fr)

## Languages

All presentations during the congress will be translated simultaneously.  
Interpreters will be present throughout the congress.

## Dress Code

During the congress :

Business Suits

Visits :

Comfortable outfit and shoes

Diner de Gala :

We recommend to ladies to avoid high-heeled shoes

## Congress Registration Fees

### **550,00€HT – Delegate registration fee**

Delegate registration fee includes entrance to all sessions, coffee breaks, meals, transfers (except airport/train station to Hotel and Hotel to airport/train station at your own expense), reception, evening dinners and social programme.

### **490,00€HT – Partner registration fee**

The partner registration fee includes partner programme, meals, transfers (except airport/train station to Hotel and Hotel to airport/train station at your own expense), reception and evening dinners.

# GENERAL INFORMATION

## **Hotel Booking**

All booking must be made online : <http://jp.sitefeb.com> (Please do not book through the Hotel).

Hotel room allocations have been booked at special group rates.

## **Room Rates (including breakfast) Trianon Palace Hotel**

- Classical Single Room [Pavillon] : 295€HT/night
- Classical Double Room [Pavillon] : 315€HT/night
- Deluxe Single Room [Palace] : 330€HT/night
- Deluxe Double Room [Palace] : 350€HT/night

## **Information to registration**

Please register online : <http://jp.sitefeb.com>

After online registration, we will send the confirmation by mail.

## **For requests call**

**Nord Sud Aventure**

Loriane Teirlynck

+33 (0)3 20 03 10 24

[loriane.t@nord-sud-aventure.com](mailto:loriane.t@nord-sud-aventure.com)

## **Payments**

All payments are to be made by credit card or bank transfers to Account :

FEBP Services

IBAN : FR 76 1027 8060 2700 0204 9710 168 / BIC : CMCIFR2A

Reference : AIBI 2017 / Nom / Entreprise

Bank address : CCM Paris 19 Flandre, 86 avenue de Flandre, 75019 Paris, France

**Please indicate on the transfer your name and company**

## **Cancellation Congress and Hotel**

Before 01 March 2017 : 100% will be refunded minus service charge of 150,00€ per person

Before 01 April 2017 : 50% of the fees will be refunded

After 01 April 2017 : No refund will be made



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THE FROZEN  
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**TRIANON PALACE HOTEL - VERSAILLES**





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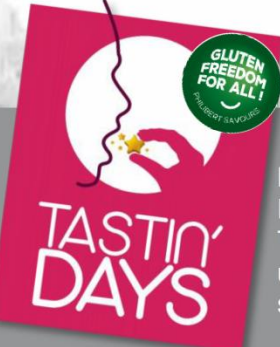
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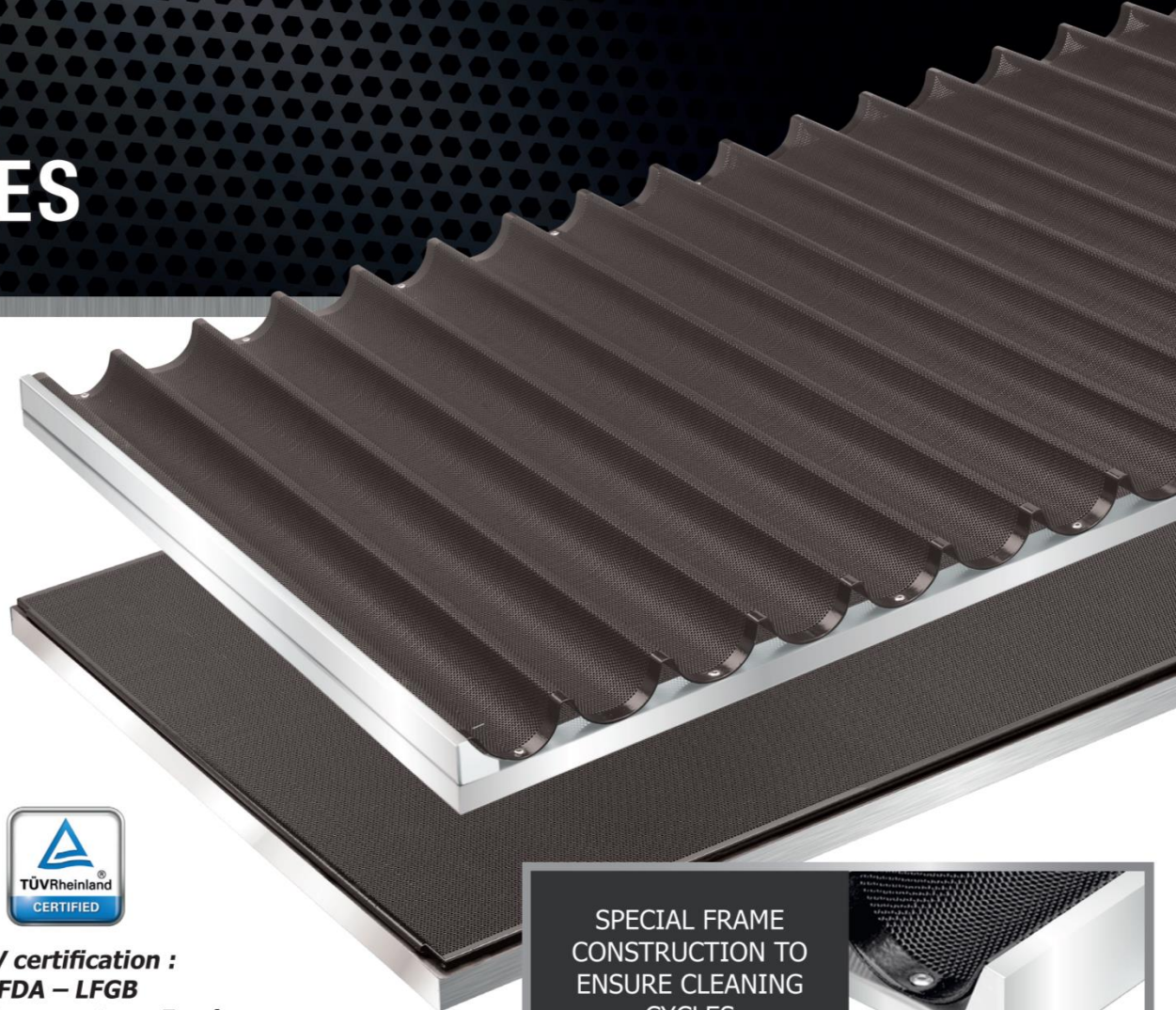
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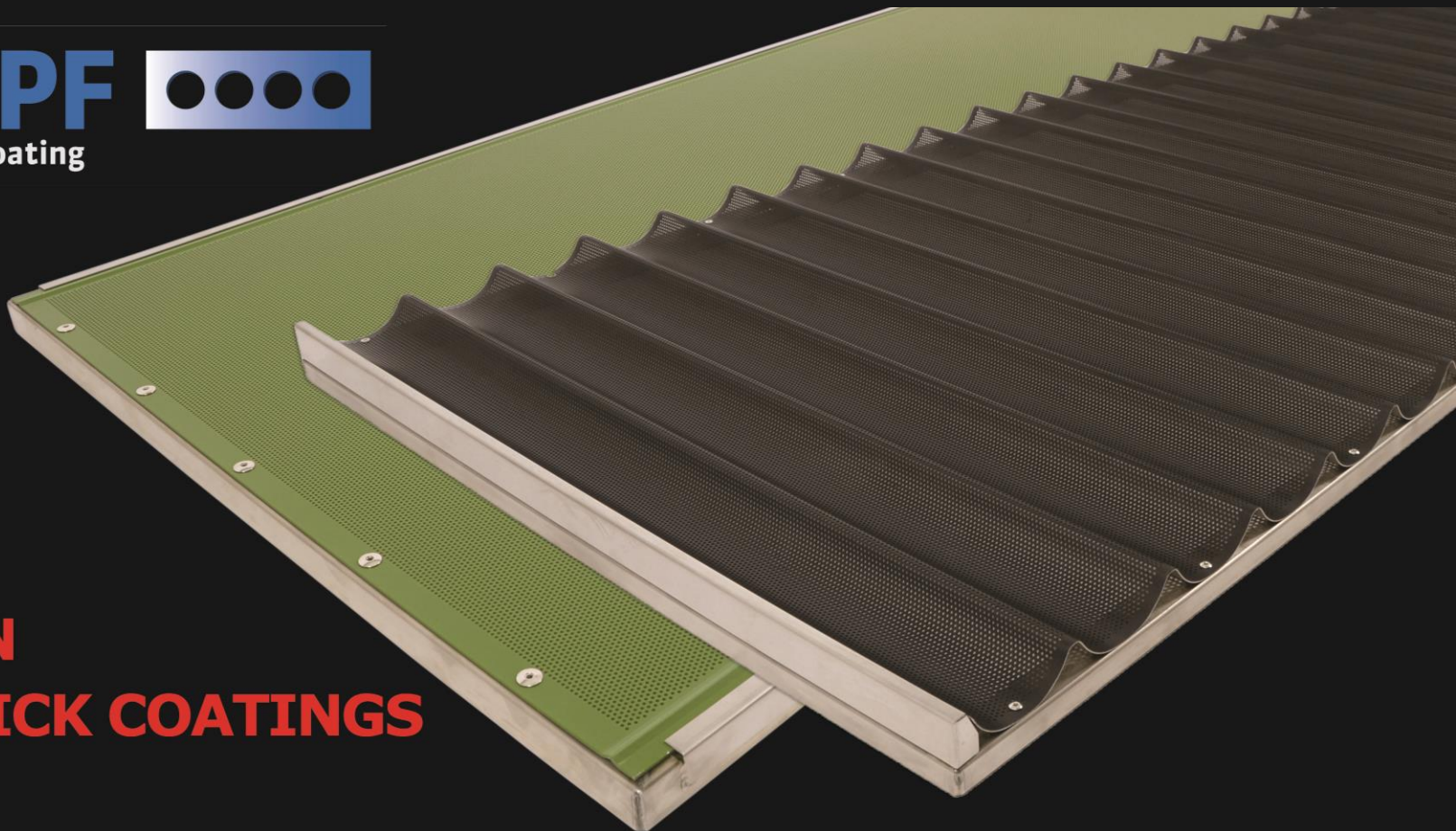
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**DINNER CRUISE ON THE SEINE**

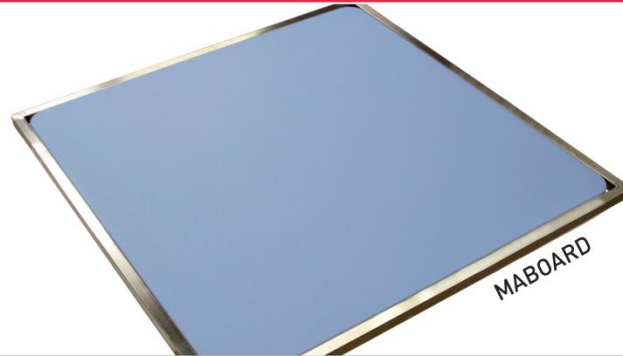
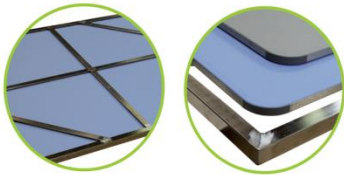


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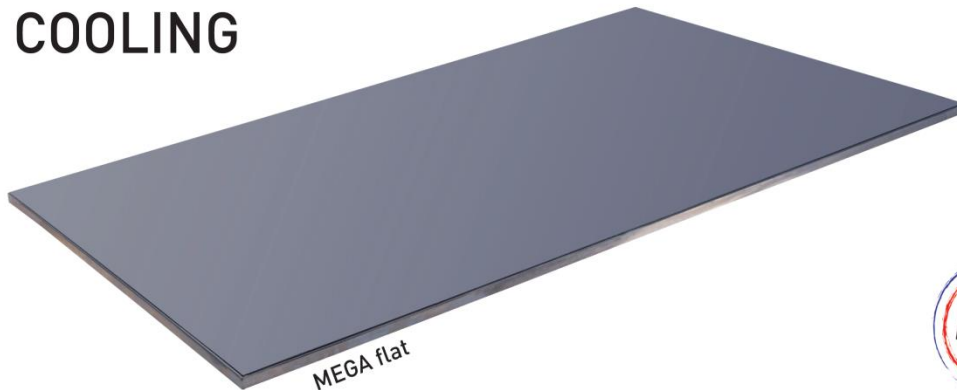
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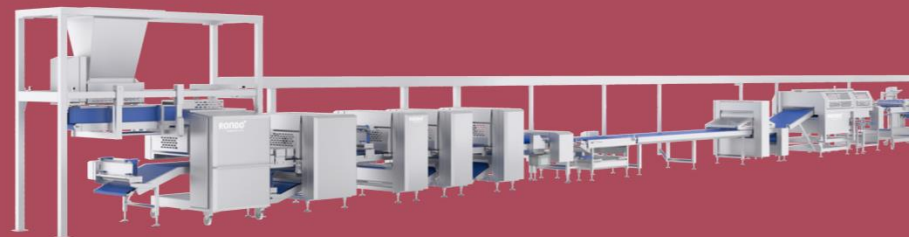
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# XXXV CONGRESS VERSAILLES 25. MAY – 28. MAY 2017

## ***ORGANISER***

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[www.sitefeb.com](http://www.sitefeb.com)

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