

InterSICOP 2024 general information

INTERVICOP International Bakery, Patisserie, Ice Cream, Coffee and Equipment Exhibition

NATURE Professional

EDITION 14th

VENUE Halls 12 and 14 of the IFEMA MADRID Trade Fair Centre

DATES 17 to 20 February 2024

OPENING HOURS From 10am to 7pm

COMPANIES More than 175

GROSS EXHIBITION AREA: 28,800 m²

COUNTRIES REPRESENTED (18):

Algeria, Austria, Belgium, Egypt, Spain, United States, France, Guatemala, Italy, Kuwait, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Romania, Sweden and Turkey.

SECTORS

Bakery, Pastry and Confectionery

- Raw materials, ingredients and semi-finished products
- Finished product
- Precooked and frozen doughs
- Decoration
- Gourmet product
- Machinery and equipment
- Interior design
- Packaging and other presentation accessories
- Tools, accessories and related products

Ice cream and Horchata making

- Raw materials, ingredients and semi-finished products
- Interior design
- Machinery and equipment
- Cold
- Presentation and marketing items
- Tools, accessories and related products
- Industrial ice cream

TecSICOP: equipment, machinery and processing

- Equipment and machinery
- Processing
- 4.0, ICTs, energy

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- Laboratory and instrumentation
- Cleanliness and hygiene
- Logistics

Coffee growers

- Coffee roasters and coffee substitutes
- Coffee operators
- OCS
- Coffee machines for the hotel and catering trade
- Disposables
- Capsules

ACTIVITIES Link to programme development: [ACTIVITIES](#)

- GRAND MASTERS SEMINAR
- INTERSICOP FORUM
- PASTRY CHAMPIONSHIP:
 - MMAPE Championship - Best Master Artisan Pastry Chef of Spain, on 17 and 18
 - 4th National Student Pastry Championship, on 19 and 20
- BAKERY CHAMPIONSHIP:
 - 5th National Artisan Bakery Championship (CNPA), 17, 18 and 19.
 - Traditional and artisan bakery lobby, 17, 18 and 19 from 4.30 to 6pm
 - 7th Torrijas Competition, on the morning of the 20th.
- ICE CREAM CHAMPIONSHIP:
 - Best Master Artisan Ice Cream Maker Championship of Spain (MMAHE), 17, 18 and 19
 - On Tuesday 20, the most popular competition and different workshops and demonstrations.

PARALLEL EVENT: Coffee Fest (Hall 14)

COLLABORATORS AFHSE; AMEC/AFESPAN; ASEMAC; ASEMPAS; ASPRIME; ANHCEA; CEOPPAN; CEEAP; PROVEA

ORGANISED BY IFEMA MADRID

For further information: www.intersicop.ifema.es

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InterSICOP 2024 presents the latest in bakery, patisserie, ice cream and coffee alongside more than 175 national and international companies.

From 17 to 20 February 2024, organised by IFEMA MADRID

CoffeeFest is taking place for the first time, coinciding with the trade fair

Ice Cream, Bakery and Pastry Championships, the Grand Masters Seminar and the Intersicop Forum, which includes events such as the Women Bakers' Forum, are just a few of the highlights at the event.

InterSICOP 2024, the largest gathering of the Bakery, Patisserie, Ice Cream, Coffee and Equipment industry, returns to Madrid for its fourteenth edition from 17 to 20 February under the heading of "*la pasión que nos une*" (the passion that unites us) as its leitmotif. Organised by IFEMA MADRID, more than 175 companies from eight countries will be presenting their latest products in halls 12 and 14 of the trade fair centre.

This is the only trade event dedicated exclusively to this sector on the Iberian Peninsula, which returns to its biennial meeting to show professionals the latest trends and technologies developed over the last two years. Together with an extensive programme of conferences, seminars, demonstrations and championships, in which professionals will test their skills and abilities, it will complete an event which, for the first time, coincides with Coffee Fest, the great international meeting for coffee lovers which, once again, will be focusing on speciality coffee. And all of this, with the support of the entire associative fabric of this important economic sector, which, after the difficulties of recent years, is regaining its momentum. This is confirmed by the participation figures of this new edition of InterSICOP, which shows the good moment the industry is undergoing.

. Packed agenda of demonstrations, competitions, conferences and seminars

The exhibition will be complemented by an intensive agenda of meetings, including conferences, seminars, demonstrations and competitions, where participants will be sharing their knowledge, skills and experiences. Professionals of the stature of Jacob Torreblanca -the best pastry chef in the world-, Lluç Crusellas - the world's best chocolatier-, and Marcos Díaz -the Best Master Artisan Pastry Chef of Spain 2023 (MMAPE)- will be offering their best creations at the Great Masters of bakery, pastry and ice cream seminar.

For its part, the InterSICOP Forum will be hosting presentations from the different sectors represented at the Show, as well as the round tables of the Association of Artisan Entrepreneurs of the Madrid Pastry sector (ASEMPAS), and the 2nd Forum of Women Bakers.

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There will also be important pastry championships taking place, such as the MMAPE, for the Best Master Artisan Pastry Chef in Spain (17 and 18 February 2024), and the 4th National Student Pastry Chef Championship (19 and 20 February), in addition to those specialising in Bakery, such as the 5th National Artisan Bakery Championship (CNPA) - from 17 to 19 February -, the Traditional and Artisan Bakery Lobby - also from 17 to 19 February -, and the 7th Torrijas Competition (20 February). In addition to this, the Ice Cream sector will be hosting the Best Artisan Master Ice Cream Maker of Spain Championship (MMAHE) -17 to 19 February-, as well as different workshops and demonstrations (on the 20th).

Please find attached link for more information on the activities: [ACTIVITIES](#)

. Coffee Fest

For the first time ever, Coffee Fest will be coinciding with InterSICOP, an international event of great prestige for coffee lovers and professionals, being held in Hall 14, aimed at promoting the culture of speciality coffee. Coffee Fest will be presenting an extensive agenda of talks, workshops, coffee itineraries through the capital, and coffee sampling areas. In short, an event that will contribute to enriching InterSICOP's usual extensive exhibition offering.

In addition to the presence of the leading sector companies, there is also the renewed support of the main business groups in this industry for their main commercial showcase, which provides their associates with a valuable commercial and positioning tool. Therefore, participating at InterSICOP 2024 are the National Association of Artisan Ice-cream Makers (ANHCEA); Spanish Confederation of Pastry Artisan Entrepreneurs (CEEAP); the Spanish Confederation of Baking, Pastry-making and Related Products (CEOPPAN); the Association of pastry and bakery artisan entrepreneurs of the Community of Madrid (ASEMPAS); the Spanish Association of Flour Manufacturers (AFHSE); the Spanish Association of Baking and Pastry-making Machinery, Ovens and Equipment and Similar Products (AMEC / AFESPAN); the Spanish Association of the Bakery, Pastry and Cake Industry (ASEMAC); the National Association of Manufacturers of Raw Materials and Additives for the Bakery, Pastry and Ice-cream Industry (ASPRIME), and the Association of Product and Service Providers for the Professional Foodstuffs (PROVEA).

Finally, InterSICOP is re-launching its LIVEConnect platform. This digital platform, designed as a networking space, will offer the possibility of complementing the on-site event with new features, generating new business opportunities between the bakery, patisserie, ice cream, coffee and equipment industries.

Further information: www.ifema.es/intersicop

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InterSICOP 2024 showcases the latest trends in ingredients, equipment and packaging

The Trade Fair is a reflection of all the new market developments; the result of innovation, technological changes and progress in each sector.

The fourteenth edition of the International Bakery, Patisserie, Ice Cream, Coffee and Equipment Show, InterSICOP 2024, organised by IFEMA MADRID, taking place in halls 12 and 14 from 17 to 20 February, will once again become the main shop window for the latest innovations launched on the market by the sector's leading companies, demonstrating their R&D efforts.

Gourmet ingredients

At InterSICOP 2024, visitors will be able to discover top-quality ingredients, designed to achieve high performance in bakery, pastry and ice cream making. This includes, for example, for pure pastes, pralines and nut creams, high-pressure processed fruit purées with a long shelf life and chocolate coatings with an extraordinary aromatic character.

What's new in packaging

The show will also be a showcase the latest trends in packaging. High-capacity containers that are characterised by their resistance and versatility, and which also become a powerful marketing element when they are personalised with brand imagery or corporate colours.

These range from bags in a wide variety of weights and sizes, to envelopes with window made from recyclable glass paper, ink-free panettone moulds and carbon footprint-reducing cupcake capsules.

TECSICOP brand

Under the TECSICOP brand, InterSICOP 2024 will once again be bringing together a wide range of technology and machinery with the aim of facilitating and promoting the updating of professional equipment: from pasteurisers to achieve homogeneous mixtures for the production of artisan ice cream, to combi ovens that interact with the bakers, and dishwashers that guarantee ultimate washing and disinfection processes.

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InterSICOP 2024 to host the 2nd Forum of Women Bakers

From 17 to 19 February 2024

The 14th International Bakery, Confectionery, Ice Cream, Coffee and Equipment Exhibition, InterSICOP 2024, organised by IFEMA MADRID from 17 to 20 February 2024, will be hosting the 2nd Forum of Women Bakers. Organised by the InterSICOP, in conjunction with the publication Pan de Calidad / Panorama Panadero, the event features a series of round tables and demonstrations, with the aim of highlighting the role of women in the baking industry. A total of 15 professionals from the sector will be demonstrating the skills they have honed at the helm of their bakeries from 17 to 19 February.

The round tables will be taking place on 19 February, and after the opening of the Day's events by the Managing Director of InterSICOP, María José Sánchez, they will be participated in by M^a José San Román, CEO of Grupo Gourmet; Beatriz Echeverría from El Horno de Babette; Carmen Saiz of Harinera Saiz; Ferida Ruggeri of Sermont Maquinaria – all these discussions on the topic of the Challenges Facing Women in the Baking Industry are taking place between 11.15am and 12.15pm; Paloma Silvestrin from Doble Uve Obrador; Marta San José R&D technician; María Reyes from Tolosana Aso Panadería / Pastelería Tolosana, and Gladys Oslé of Oslé Panadería Gajano – are talking from 12.15pm and 13.15pm on Female Entrepreneurship, and Irene Gómez of Panadería Gustos de Antes, Carmen Gómez from Doctora Pan; Asunción Coyo from Panadería Farré de L'aigua, and Yasmina Lafaja of Horno Guiral (between 12pm and 12.45pm) will be analysing Future Opportunities and Challenges.

In addition, the Spanish Confederation of Bakeries, Patisseries and Cake Shops (CEOPPAN), will have a Demonstration Area, which will feature exhibitions by Noelia Verdú from Panadería Maruja, on Saturday 17 February; Aida Fuentes from Iza Okindegia, on the 18th, and Anna Bellsolà from Baluard, on the 19th. These demonstrations are scheduled to take place between 4.30pm and 6pm.

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InterSICOP 2024 shows the latest trends in bakery, pastry-making and chocolate

Vegan and natural products, local ingredients and technology will be the consumer trends to watch, according to the Puratos 'Taste Tomorrow' report.

The fourteenth edition of the International Bakery, Patisserie, Ice Cream and Coffee Show, InterSICOP 2024, organised by IFEMA MADRID from 17 to 20 February, will reflect the new consumer habits observed in the pastry-making, bakery and chocolate sectors. According to the Puratos report 'Taste Tomorrow', these habits include the consumption of vegan and natural products, local ingredients, as well as the use of technology.

According to the study, consumption has recently shifted towards a more natural diet, based on more sustainable, locally sourced and transparent products.

In bakery, vegetable products are gaining in importance. According to the study, 56 percent of consumers worldwide opt for plant-based baked goods. The increase has been particularly noticeable in the Middle East and Africa (74%); South America (70%); and many Asia Pacific countries (68%). Furthermore, 52% of the more than 20,000 respondents believe that these plant-based alternatives are just as good tasting as animal-based products.

Another consumer concern that determines consumer choice is gut health, with 75 percent interested in products that aid digestion. In fact, when it comes to baked goods, 85% are convinced that fibre is good for digestion and wholemeal bread is one of the best-known sources of fibre. This interest in gut health is directly related to the high acceptance of sourdough, with 62% believing that products made with sourdough are healthier.

Another aspect particularly esteemed by consumers is that the bakery product is fresh, without artificial additives and unprocessed. It is so highly regarded that 28% of users say they are willing to pay more for this type of product.

Tech Inspired Bakery

On the pastry side, the Tech Inspired movement is gaining ground. It is about trying to satisfy consumers' desire for unique dining experiences through technology. Faced with the ease of online shopping, traditional retailers will have to provide this type of unforgettable experience if they want to be competitive.

And yet, although consumers are increasingly seduced by innovation and trying new foods, it is true that they still opt for products with a familiar look and feel, with a surprising shape, but offering a familiar taste and texture.

There is also a growing realisation that ingredients from far away do not necessarily have to be more exclusive. In fact, according to the report, 39% of consumers buy locally

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produced food on a weekly basis. And two out of three people also want to know the origin of these foods.

Healthy and sustainable chocolate

And in terms of chocolate trends, those who want to concentrate more, increase their energy levels or improve their mood are increasingly opting for chocolate with botanical ingredients such as flowers, leaves, roots, seeds or plant stems, valued for their medicinal, aromatic or culinary properties. The reality is that 68% believe that these ingredients increase the healthy aspect of chocolate.

There is also significant growth in the appreciation of sustainable agriculture, with 65% of consumers looking for food for which farmers will receive a fair price, and 68% showing interest in products that come from sustainable farming methods.

Finally, choosing vegan food gives consumers a sense of pride because it demonstrates their social conscience. Thanks to today's technologies, plant-based chocolate solutions are available on the market to enable professionals to produce vegan creations with maximum taste and texture.

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The International Coffee Festival, COFFEE FEST, to coincide with InterSICOP 2024

The big coffee meeting celebrates its second edition in Madrid from 17 to 20 February, bringing together professionals from the industry with the most discerning consumers.

James Hoffmann, "the Messi of coffee", heads the festival line-up, which includes more than 40 coffee roasters, such as Bluebell, which works with coffee grown by women, or Nomad, creators of the first instant speciality coffee

Coffee culture permeates everyday life: in Spain we drink 44 million cups a day at home and 22 million in bars and cafés

Madrid, 9 February 2024- Is speciality coffee a fad or a culture? If there's still any doubt, you can find the answer at the **CoffeeFest, International Coffee Festival, which celebrates its second edition in Hall 14 of IFEMA MADRID, from 17 to 20 February, bringing together** professionals from the sector with the most discerning consumers. The event is held **to coincide with the 14th edition of the International Bakery, Patisserie, Ice Cream, Coffee and Machinery Show, InterSICOP (halls 12 and 14).**

All the trends in speciality coffee, tastings and workshops to learn and enjoy, competitions and gastronomic experiences, as well as national and international figures, including **James Hoffmann, "the Messi of coffee"**, form part of the programme. The event is promoted by Neodrinks, with the support of Madrid City Council and its initiatives Madrid Capital de Moda and Todo Está en Madrid.

In Spain, more than 500 cups of coffee are consumed per person every year. In total, we drink 44 million cups a day at home, and 22 million in bars and cafés. Second only to water, coffee is the second most consumed beverage in the world. Now more than ever, coffee is in fashion and more... Coffee culture permeates everyday life: speciality coffee shops and brands influence our palates, our sustainable awareness and even our work habits, as well as transforming the urban landscape.

From coffee grown by women to the first instant speciality coffee

After the success of the first edition, IFEMA MADRID's Hall 14 will be hosting a new edition of CoffeeFest from 17 to 20 February, and will become a showcase for the best in speciality and quality coffee. There, in the Roaster Village, **more than 40 speciality coffee roasters** will be present, **such as Bluebell, a project started by two sisters with coffee grown by women, or Nomad, creators of the first speciality instant coffee.** There will be a space dedicated to national and international coffee shops, where the list of the best speciality coffee shops in Spain ("The Best Coffee Shops") will be presented, and the Cupping area will be dedicated to tastings by coffee roasters and importers of

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green coffee. In addition to the baristas championships (Latte Art with milk from Central Lechera Asturiana and Latte Art with Alpro vegetable drink), the activity of the festival is multiplied in this edition by holding the championship to select the **Best White Coffee in Spain** CoffeeFest by Mocay, as well as the best packaging and the Matcha Latte Art competition by Vivesoy Avena Barista, among others.

James Hoffmann, the world leading coffee guru, comes to Madrid

National and international figures from the world of coffee will be participating in the workshops and lectures. **A line-up headed by James Hoffmann**, "the Messi of coffee", world champion barista, pioneer in promoting the coffee movement in the third wave, author of the bestselling book *The Best Coffee at Home*; Federico Bolaños, professional roaster and Q Grader taster, recognised as the **best barista trainer of all time** (with the highest success record in the history of the world championship); Samo Smrke, known as the **coffee chemist**, is one of the greatest experts in coffee science and technology; Lance Hedrick, consultant, YouTuber and supervisor of the Onyx Coffee Lab, a coffee shop dedicated to the **art and science of coffee**; as well as Boram Julio Um, **World Barista Champion 2023**.

From our country, Marisa Baqué, Spanish coffee cupping champion and CEO of **BB's Café**; Nolo Botana, master roaster and co-founder of **Hola Coffee**, and Jordi Mestre, master roaster and CEO of **Nomad Café**; Marcos Zoya, consultant and trainer of baristas, and Dara Santana, chemical engineer specialising in the importance of of the water used to make coffee.

CoffeeFest 2024 is doubling the number of participating companies and brands, and tripling the space dedicated to this event, which faces its second edition with the aim of consolidating itself as the reference event for all those involved in this third wave of coffee. At this event, the recently created chapter of the SCA (Specialty Coffee Association) in our country will be presented by Ricardo Oteros, National Coordinator.

With a **growth of 2000% in Spain**, coffee, more than a fad, is a culture that is spreading every day with new and revolutionary concepts and professionals who value origin, sustainability and customer experience.

Tickets are on sale at www.coffee-fest.com. **Price:** General admission €18. Professional pass €33; (valid for the 4 days of the event).

More information: Be Cooltural; prensa@becooltural.com

About Neodrinks:

Neodrinks is a platform specialised in consultancy, communication and business development in the beverage sector. It is also the driving force and promoter of initiatives such as THE DRINKS SHOW and Top Cocktail Bars.

Link to download image [DOWNLOAD PHOTOS](#) and [AGENDA](#)

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