

COUPE *Louis* LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for
the world's greatest bakers

The Africa Mediterranean Selection Rounds

From 22nd to 24th march 2011
Crémaï, Casablanca, Morocco

www.coupelouislesaffre.com

Press kit



A leading event for the WORLD'S GREATEST BAKERS



LAUNCHED IN SEPTEMBER 2009, THE THIRD EDITION OF THE LOUIS LESAFFRE CUP BRINGS TOGETHER THE FINEST BAKERS FROM ALL OVER THE WORLD TO COMPETE IN TEAMS FOR THE BAKERY WORLD CUP IN 2012.

The Louis Lesaffre Cup, created in 2003, is an unmissable event in the bakery world, as well as enjoying worldwide renown among the general public.

The third edition of the Louis Lesaffre Cup forms part of a complete cycle of competitions:

- **the Louis Lesaffre Cup**
(national selection rounds), held in 2009-2010,
- **the Louis Lesaffre Cup**
(international selection rounds) in 2010-2011,
- **the Bakery World Cup**,
which will be held during the Europain show in 2012.

The second edition mobilised 40 countries, with 90 selection rounds and a total of 6,000 candidates. Entries for the third edition of the Louis Lesaffre Cup are now open.

The candidates compete in three categories: Bread, Viennese Pastry and Artistic Piece.

Candidates compete individually in the **national selection** rounds. The best candidates chosen in each category then form a national team composed of three bakers and this is the team that will represent its country during the Louis Lesaffre Cup international selection rounds.



The **international selection rounds** is organised on all four continents (America, Europe, Africa Mediterranean, Asia Pacific). They are judged by independent juries chaired by Christian Vabret, Meilleur Ouvrier de France and founder of the Bakery World Cup.

Following the international selection rounds, nine teams will have earned the right to compete in the **Bakery World Cup**, alongside the three pre-selected countries.

Organiser of the **Louis Lesaffre Cup worldwide**, Lesaffre has technical support from the professional union EKIP “Les Équipementiers du Goût” (Taste equipment manufacturers).



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Launch of the AFRICA MEDITERRANEAN SELECTION



4
countries

1
winning team

1
“Challenger” team

After the American selection round in September 2010 and the European selection round in January 2011, which led to the respective qualification of the United States, Peru, Poland, the Netherlands and Sweden, the Louis Lesaffre Cup is now getting ready for the Africa Mediterranean selection round.

The previous encounters demonstrated the indisputable progress made by each of the countries. The third edition of the Louis Lesaffre Cup is strengthening its position in the ranks of outstanding competitions, due to the participants' high level of expertise.

The Africa Mediterranean selection round at the Crémaj show. For its 5th edition, Crémaj is hosted for the first time the Louis Lesaffre Cup Africa Mediterranean international selection rounds:

“We at the Crémaj are proud to host the Louis Lesaffre Cup Africa Mediterranean selection round, a valuable addition to the various competitions scheduled for the show, which will give them an international dimension. It is an opportunity to celebrate the ingenuity, cultural interaction and sharing of know-how between the different participating countries.” Kamal Rahal Essoulamy, Director of the Crémaj.

Following the competition, a ceremony(*) will be held on 24th March 2011 to announce the winning team and the “Challenger” team.

THE FOLLOWING COUNTRIES WILL BE COMPETING IN THE AFRICA MEDITERRANEAN SELECTION ROUNDS:

Tuesday 22nd March 2011



Wednesday 23rd March 2011



*Results Announcement Ceremony - Louis Lesaffre Cup Booth - Thursday 24th March 2011 at 11:00 am.



Bénédicte DUBART is an artist who has been sculpting bronze for over ten years. She has been part of the Louis Lesaffre Cup since its inception. Like our competing bakers, this artist epitomises sensitivity and creativity, essential components of the competition.





The Moroccan national team



The Algerian national team

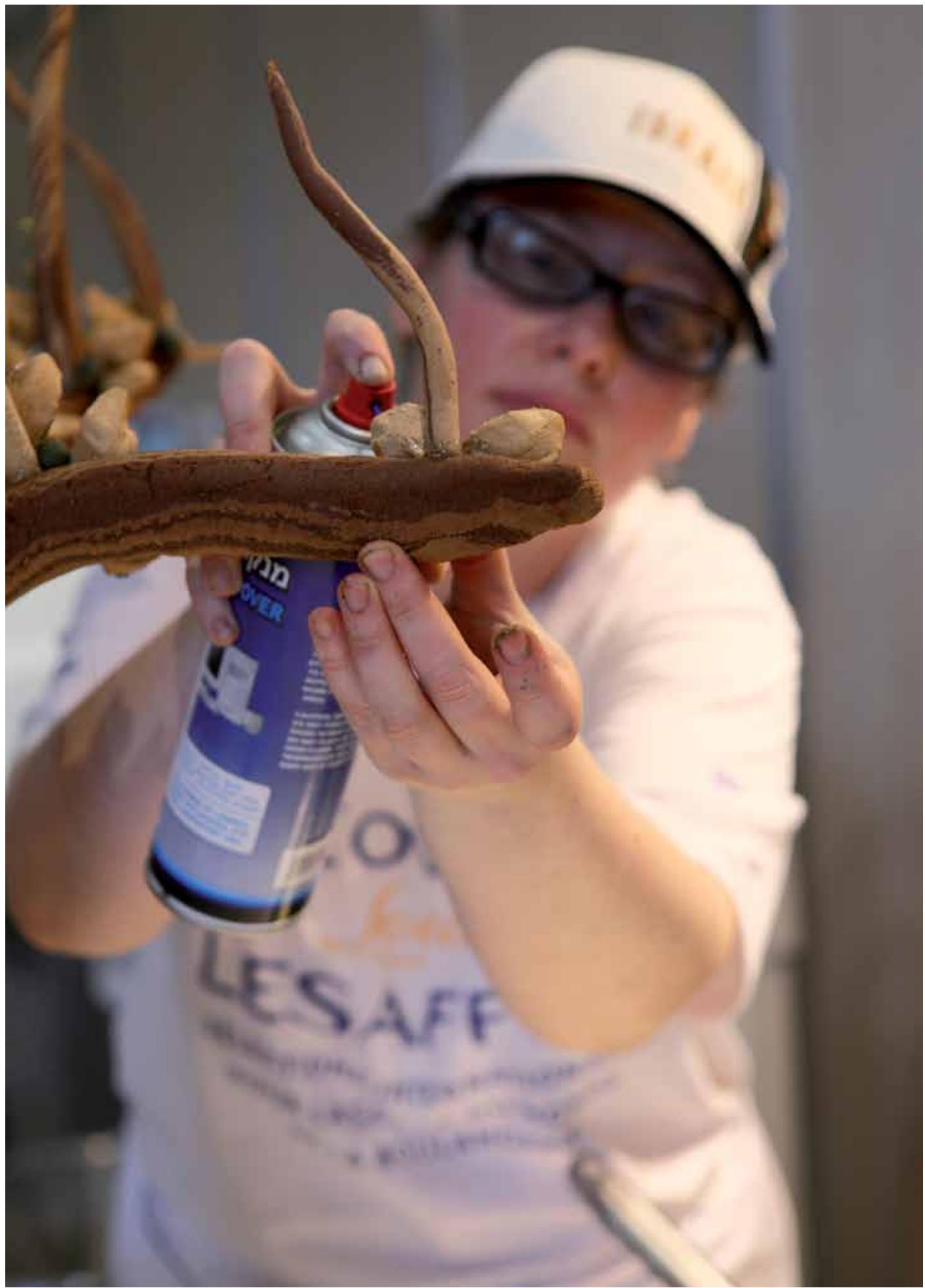


The Senegalese national team



The national Turk team

Countries	Members	Category
Algeria 	Saad BOUMAKHLOUF Abdelkader GOUDJIL Toufik BENOURET	Bread Viennese Pastry Artistic Piece
Morocco 	Abdeslam RAMI Abed ERRAJI Marouan CHAHRABANE	Bread Viennese Pastry Artistic Piece
Turkey 	Hassan UNLU Rahmi COLAKOGLU Fethi IRMAK	Bread Viennese Pastry Artistic Piece
Senegal 	Demba DIEME Serigne SENE Moussa DIATA	Bread Viennese Pastry Artistic Piece



Highlighting baking talent at international level



AN UNMISSABLE EVENT SINCE 2003, THE LOUIS LESAFFRE CUP ONCE AGAIN DEMONSTRATES LESAFFRE'S LONG-STANDING COMMITMENT TO THE BAKERY PROFESSION.

25
Baking
Centers

5
continents

Thanks to its network of subsidiaries and its 25 Baking Centers spread over all 5 continents, Lesaffre has exceptional resources to organise this event of international significance. As long-time partners, the professional federations and organisations are of course at our side and play a full part in the success of the competition cycle.

A driving force in the dissemination of know-how, the Baking Centers provide support in the form of technical assistance for the teams, as well as guaranteeing them impeccable logistical back-up. This enables them to produce their very best efforts.

The Louis Lesaffre Cup wants to shine the spotlight on these men and women who, with talent, imagination and generosity, shape these unique products, the bread, Viennese pastry and artistic piece. In a warm, friendly atmosphere, each person can appreciate the dynamics of the profession which is keen to innovate.

In addition to this human adventure, the Louis Lesaffre Cup conveys an excellent image of the profession of baker and encourages shared experiences that transcend all borders.

Olivier Génie

Director of the Lesaffre Baking Center

About **Olivier Génie**

Director of the Baking Center in Marcq-en-Barœul since October 2008, Olivier Génie joined Lesaffre in 1986. He has worked on the American continent, ranging from Canada to Argentina and including Mexico.

The 25 Baking Centers are genuine ideas laboratories, encouraging people to share their know-how and offering a wide range of expert training courses specially designed for professionals in the bakery chain. Their bakery technicians meet up with bakery professionals every day to propose their technical assistance. Pioneers in the development of new bread-making technologies, the multicultural teams provide technical advice in the field of product development or quality optimisation, with the backing of the sensorial analysis laboratory situated in the very first Baking Center set up in

Marcq-en-Barœul near Lille, 35 years ago!



Over 100 Lesaffre experts from these Baking Centers (bakers, millers, engineers) provide help and support for bakers worldwide.

A high class event WHERE THE BAKERY PROFESSION SURPASSES ITSELF TO ACHIEVE WIDE RECOGNITION



A GENUINE PARTNERSHIP WITH THE PROFESSION

The Louis Lesaffre Cup started life in 2003, on the initiative of Christian Vabret, Meilleur Ouvrier de France. The founder of the Bakery World Cup wanted a more rigorous approach to the national selection rounds that produced its candidates.

Only the Lesaffre Group was capable of taking charge of this type of event which also gave it the opportunity to build a closer relationship with national professional bodies, to obtain the support of the profession's representatives and to position itself as a worthwhile partner of the bakery business.

Very quickly the idea of running international selection rounds was mooted. Foreign bakers were immediately appreciative of this approach which has helped to reveal the diversity and quality of bread all over the world.

AN EVENT OF WORLDWIDE RENOWN

The Louis Lesaffre Cup is now an unmissable event in the bakery world, as well as enjoying worldwide renown among the general public.

Each edition of the Louis Lesaffre Cup requires an enormous amount of preparatory work.

Lesaffre provides an international team of organisers as well as making its Baking Centers available for candidate training, also supplying the equipment and products they need. Its colleagues travel all over the world to organise the selection rounds. The group is responsible for travel, accommodation, meals, and sometimes even for the bakers' clothes. It also negotiates partnerships with the shows during which the competitions are held.

40 countries took part in the second edition of the Louis Lesaffre Cup, making a total of 6,000 candidates who competed in 50 selection rounds.

The high spot of the third edition will be the 2012 Bakery World Cup, of which Lesaffre is the exclusive official partner.

Thanks to the Louis Lesaffre Cup pre-selections, only the very finest examples of international baking talent take part in this unparalleled event.





“the Louis Lesaffre Cup gives new impetus to an often-discreet profession”

CONVEYING A NEW IMAGE OF BAKERS

“The Louis Lesaffre Cup gives bakers pride in their profession, declares Jean-Jacques Semlangne, one of its founders. With just two editions, the event has improved the image of the profession, just as the competitions have rejuvenated that of the bakers”.

By helping to improve the image of bakery worldwide, by demonstrating that bread-making can be an art, the Louis Lesaffre Cup gives new impetus to an often-discreet profession.

In addition to the participants achieving recognition for their profession, their passion for bread, their desire to surpass themselves and to experience a unique moment in their career provide an amazing example that moulds the modern aspect of today's bakers and prepares the way for tomorrow's bakers.

About

Jean-Jacques Semlangne

The first professional baker to join Lesaffre, Jean-Jacques Semlangne very quickly realised the importance of developing close relations with the bakers, in order to understand and share their concerns, their formulas and production processes, in France and above all abroad. This was what led him in 1974 to set up the first Baking Center in Marcq-en-Baroeul (Nord), a concept that is still one of Lesaffre's strengths.

Currently director of the SIL (factory based in Marcq-en-Baroeul), he continues to carry out missions for the group on an ad hoc basis.

Jean-Jacques Semlangne is also the man behind the Louis Lesaffre Cup. “For Lesaffre, this competition is a chance to make the group's name better known. Indeed, bakers only know certain yeast brands such as l'Hirondelle, Saf-instant, Springer Fala, etc...”



The Louis Lesaffre Cup: THE PATH TO EXCELLENCE



A HIGH-FLYING COMPETITION CYCLE



The third edition of the Louis Lesaffre Cup, launched in September 2009, forms part of a complete cycle of competitions that includes national and international selection rounds and culminates in the Bakery World Cup.

The Louis Lesaffre Cup is more than just a series of competitions, it is more of an initiation process that provides a path to excellence.

The national selection rounds of the third Louis Lesaffre Cup took place in around forty countries between 2009 and 2010. The aim of these individual selection rounds was to form a national team of three bakers who will go on to represent their country in the Louis Lesaffre Cup international selection rounds.

The international selection rounds is organised on all four continents as follows:

- America
- Europe
- Africa Mediterranean
- Asia Pacific

At the end of the international selection rounds, there will be nine teams, including one “Challenger” team (cf. insert), will have earned the right to compete in the Bakery World Cup which will be held during the Europain show in 2012. These nine teams come from the following regions:

- **America:**
two teams selected,
- **Europe:**
three teams selected,
- **Africa Mediterranean:**
one team selected,
- **Asia Pacific:**
two teams selected.

The three countries on the winners’ podium in the previous Bakery World Cup (France, Taiwan, Italy) have already been pre-selected to take part in the 2012 World Cup, when they will be competing for a second title. They do however still have to choose the candidates to form their national team.

THE CONCEPT OF THE “CHALLENGER” TEAM

The third edition of the Louis Lesaffre Cup will choose nine teams to compete for the Bakery World Cup in 2012. Among these, this third edition reserves a place for a “Challenger” team. Based on their performances, six “Challenger” teams will be designated in advance on each continent. When all the Louis Lesaffre Cup International Selection rounds have been held, the best of the “Challenger” teams will earn a place in the Bakery World Cup competition, an added opportunity for one of the teams to remain in the competition.

On the American continent, two “Challenger” teams will be designated following the forthcoming International Selection rounds.



A PACKED COMPETITION TIMETABLE

The Louis Lesaffre Cup national selection rounds was organised in the countries concerned in 2009 and 2010.

Four international selection rounds have been scheduled across the world in anticipation of the 2012 Bakery World Cup.

INTERNATIONAL SELECTION FOR LOUIS LESAFFRE CUP 2010-2011

Region	Date	Location
America	26th to 29th september 2010	IBIE Show (Las Vegas - United States)
Europe	22nd to 24th january 2011	SIRHA Show (Lyon - France)
Africa Mediterranean	22nd to 24th march 2011	CREMAI Show (Casablanca - Morocco)
Asia Pacific	26th to 28th may 2011	Interbake Show (Canton - China)

AN EVENT OPEN TO ALL BAKERS

The candidates taking part in the Louis Lesaffre Cup are composed exclusively of professional bakers between the ages of 18 and 55.

This regulation throws access to the competition wide open but the rest is up to the participants' expertise and talent.

THREE SEPARATE EVENTS

In both the national selection rounds (individuals) and the international selection rounds (teams), each candidate specialises in one of the competition's three categories: Bread, Viennese Pastry or Artistic Piece.

During the international selection rounds, the candidates will have all the equipment and everyday raw materials they need to prepare their recipes. In certain cases, they can use additional products chosen by them, subject to the prior agreement of the Jury President. Each international selection test will last for eight hours and will be preceded by one hour's preparation the day before.

• Bread category

The test includes making a variety of traditional baguettes. In addition to this symbolic example of French bakery, the organisers test the bakers' abilities on different types of bread: sandwich loaves, specialities of the country and worldwide specialities.

• Viennese Pastry category

This category gives the teams a chance to work on a wide variety of international products (croissants and pains au chocolat) and specific national products while using the techniques that highlight their expertise. The programme includes making five types of Viennese pastries using leavened dough and flaky pastry dough.

• Artistic Piece category

This test gives free rein to the creative process while, at the same time, requiring enormous technical mastery. The exercise involves producing a composition that conveys the identity of the country of each participating team. The piece is produced using doughs made of edible products. Synthetic frameworks and glues are not allowed.

An opportunity to reveal talents, **A MOMENT OF CONTACT,** **A UNIQUE EXPERIENCE**



AS MANY TALENTS AS THERE ARE CANDIDATES

The Louis Lesaffre Cup reveals the amazing diversity of bread that is produced all over the world using the same four ingredients: flour, water, salt and yeast.

For many competitors, the Louis Lesaffre Cup is also an opportunity to reproduce long-forgotten traditional regional bread varieties.

The third edition of the Louis Lesaffre Cup will bring together candidates from around forty countries on all four continents.

The countries of Western Europe, where the baking tradition is strong, the countries of the Maghreb and Africa, where bread is still a basic necessity, the United States, where bread is mainly produced industrially, and Japan, where home-made bread is considered a luxury, have traditionally taken part in the competition.

Other countries, like China and Taiwan, just discovering crusty bread and leavened bread, now take part in the Louis Lesaffre Cup, and Taiwan demonstrated its expertise by attaining the second step of the podium at the last Bakery World Cup.



A SPECIAL MOMENT OF CONTACT

The Louis Lesaffre Cup gives participating bakers the chance to get together for a few days – a rare occurrence in the profession.

The competition also provides participants with an opportunity to discover new bread-making techniques, improve their products and try out new ones. The candidates use this special time to share their know-how, their dexterity and their recipes... with the fair play that characterises these meetings.

This competitive spirit, this exchange of ideas and this cultural mix help to make the Louis Lesaffre Cup a unique competition, one that procures genuine personal and professional enrichment.

A HUMAN ADVENTURE

The Louis Lesaffre Cup is more than just a technical competition, it is a real human adventure where creativity, team spirit and excellence are the key words. The competitors must demonstrate their inventiveness to give pleasure, appeal and stand out from the crowd, using the same products. Team spirit is also essential, insofar as each candidate must match up to the other two members of the team, each one supporting the others in their respective challenges. Finally, candidates must surpass themselves to achieve the excellence for which the competition is renowned.

As they get ready for the competition, candidates follow a tough apprenticeship course that is rather like training for a sporting event : preparing for hours and hours every week, giving up their leisure activities and their free time, learning to work as part of a team, rehearsing each operation several times, constantly improving their products so the results will be perfect on the day of the competition. In the circumstances, their families' support is vital.

While the intensive training demands excellent physical condition, it is also important for candidates to be psychologically prepared. Travelling abroad, sometimes for the first time, taking part in a competition, flying their country's flag, spending eight hours in a state of tension, concentrating in the presence of the public, photographers, the jury... all that requires a certain self-control.

Each team is supervised by a coach. Responsible for the training, management and organisation, the coach is also the team's spokesperson. Smoothing out all the problems that candidates are likely to encounter before and during the competition, the coach builds up their self-confidence and teaches them to relax so they can give it their very best efforts.

Confidences from a coach

A graduate of AIB International, Kuen-Ho Shih has more than 20 years' experience in baking and is currently Vice President of the China Grain Products Research & Development Institute (CGPRDI) in Taiwan. In 2008, he coached the Taiwan team to 2nd place in the Bakery World Cup.

“I needed to ensure that my team was thoroughly prepared for the challenges in a competition like this. This meant devising and running training sessions to familiarise them with the conditions of the competition”.

The type of flour used in France was an important consideration. “It differs significantly from that used in Taiwan”, says Kuen-Ho Shih, who sourced French flour from the only local importer. As well as using the same ingredients and equipment as for the competition, some training sessions were held in front of an audience to replicate the pressure that the participants would feel in front of judges.

Training sessions were held once a month over a 6-month period and were systematically timed and marked. “Between training sessions, each member had individual tasks to accomplish. That way, we could spend our time together focusing on things like teamwork and tactics.”

Two of the team members had never been to France before. With his international experience, Kuen-Ho Shih played the roles of manager, interpreter and sometimes big brother to his team. “This was Taiwan's first time in the Bakery World Cup. We were keen to share experiences with other bakers from all over the world. What satisfaction it gave us to come second in the competition...”.



What goes on IN THE CANDIDATES' HEADS?





THE LOUIS LESAFFRE CUP IS A WONDERFUL HUMAN ADVENTURE AND A PERSONAL CHALLENGE, ONE THAT REQUIRES LONG, INTENSIVE PREPARATION. STRESS MANAGEMENT, SELF-CONTROL AND PSYCHOLOGICAL PREPARATION ARE JUST SOME OF THE VITAL ELEMENTS NEEDED TO COPE WITH THIS HIGH CALIBRE COMPETITION AND TO EXCEL. SOME TESTIMONIALS...

“

“I have dreamt of it for months...”

“What unusual ingredients will I use?...”

“How can I stand out from the rest with my artistic piece?...”

“I have hardly seen my family for months...”

“I must not disappoint my friends, my boss and my colleagues who back me and believe in me...”

“How can I find that balance of flavours that will astound the jury?...”

**“Is my organisation up to scratch to cope with eight hours of competition?...
Representing one’s country, what an honour and what a responsibility!...”**

“Managing all this stress properly. Not letting yourself be bothered by the public or the jury...”

“I never imagined how much personal commitment would be involved...”

(Comments compiled from various participants)

Experts to judge THE WORLD'S GREATEST BAKERS



TWO LEVELS OF JURY

While each country is free to choose its local jury at national selection level – with the help of professional baking bodies – the international selection rounds are all subject to the same regulations.

Each geographic zone is allocated a jury. Each jury is composed of four or five members of a different nationality to that of the zone in question. This principle, also adopted for the Bakery World Cup, is absolutely essential to guarantee total objectivity and ensure that there are no professional or personal links between jury and participants. This neutrality is unanimously recognised by the profession.

The jury members, who come from all over the world, are renowned experts in the field of bakery. Christian Vabret has the privilege of chairing all the international juries and is the guarantor of their impartiality.



About Christian Vabret

Son of a baker, Christian Vabret began his apprenticeship at 16 in the family business in Aurillac. While developing his bakery knowledge, he won a number of prizes at various competitions and exhibitions.

In 1986, Christian Vabret was given the title of Best Worker in France. The title “Meilleur Ouvrier de France” is awarded every three years to craftsmen, industry and service professionals whose work has provided a benchmark of excellence in scientific, technical, economic or artistic fields. The title is one of the highest professional honours in France.

It was Christian Vabret, in 1992, who had the idea for the Bakery World Cup, an event that has now achieved worldwide renown.

Still working as a baker, passionate about advancing his profession, he has also written several professional works about bakery.

All these activities have a common aim: to promote craftsmanship in general and the bakery profession in particular, of which he is currently one of its most ardent supporters.





REGULATORY CRITERIA AND JUDGING CRITERIA

Jury members will judge the products according to exclusively professional criteria according to a precise evaluation table.

For the Bread and the Viennese Pastry, there are two types of criteria. The regulatory criteria relate to compliance with rules on the products' weight and volume, the number of pieces requested and the time spent. The more subjective criteria allocate marks for taste, appearance and originality for the free choice pieces.

For the Artistic Piece, the criteria concern the illustration of the chosen theme, the use of different doughs, creativity and "risk-taking".

"The jury members are renowned experts in the field of bakery."

A jury member
testifies

"The Louis Lesaffre Cup encourages cultural international encounters and these contacts ensure that our fine bakery tradition is enhanced and acknowledged.

Thanks to the competition, bakers demonstrate their professionalism while the Louis Lesaffre Cup leads enthusiasts to surpass themselves to become even better".

Mario Fortin



- Bakery consultant (Canada)
- Jury member - 2007 Louis Lesaffre Cup/ Western Europe selection
- Jury member - 2008 Bakery World Cup

Organisers OF WORLDWIDE RENOWN



LESAFFRE, ORGANISER OF THE LOUIS LESAFFRE CUP

Partner of bakers on all five continents, Lesaffre conveys the fundamental values of baking (creativity, team spirit, excellence). The company thus assists all those who cultivate talent, know-how and the desire for excellence. To this end, it provides backing and support to leading competitions all over the world, those it has not set up itself.

The Louis Lesaffre Cup Masters is a direct descendant of these competitions in which Lesaffre is involved. Therefore, when it is a question of highlighting the greatest bakers, Lesaffre takes up the challenge and provides the resources to organise the event and help the professionals to practise and improve their skills.



A few figures:

- a turnover of over **1 billion euros** in 2008
- over **6,500 employees**
- **one hundred companies** spread over more than **190 countries**
- thirty production sites on all **5 continents**
- **25 Baking Centers**

About Lesaffre

A financially independent family group, established in over 190 countries, Lesaffre has developed genuine expertise in the fermentation process.

Lesaffre is now a world leader in yeast, bread-making ingredients and yeast extracts. It offers products and services adapted to the specific requirements of its different markets: bread-making; food and nutrition; alcohol and biofuels; nutrients and biotechnologies.

Since 1853, Lesaffre has combined closeness and professional contact with bakers. This has led to the setting up of around twenty Baking Centers across the world. These expert bread-making centres are equipped for demonstration, training and research. They enable bakers to share their know-how, participate in the development of the profession and perfect new baking techniques.



EKIP “LES ÉQUIPEMENTIERS DU GOÛT”, IN THE FRONT LINE TO EQUIP THE LOUIS LESAFFRE CUP

The professional union EKIP “Les Équipementiers du Goût” is the founder and owner of the International Bakery Pastry Ice-cream Chocolate and Confectionery Show - EUROPAIN, so it was a logical step for it to be associated with the Louis Lesaffre Cup by supplying the equipment needed by the competitors in a large number of regions.

The professional union thus provides each competitor with all the required equipment to compete under optimum conditions. This means a total of 140 appliances, tools and utensils, from spiral mixer to teaspoon. The aim is for each competitor to have a wide range of resources and high-level technical equipment available, similar to what he or she might find in a bakery.



About EKIP

“Les Équipementiers du Goût”

EKIP “Les Équipementiers du Goût” is a union that represents French bakery-pâtisserie equipment manufacturers, both in France and abroad. Its members export 40% of their equipment.

The union is responsible for promoting the profession, forging a network of links with all the partners in the wheat-flour chain: cereal producers, millers, ingredient manufacturers, craft and industrial bakers and pâtissiers, as well as retailers.

EKIP “Les Équipementiers du Goût” was behind the development of European hygiene and safety standards governing bakery and pâtisserie equipment. It helps to encourage the dissemination of French bakery-pâtisserie teaching and know-how in France and abroad, particularly through the France Formation Export (FFE) association, which it set up and which groups together the eleven largest French bakery-pâtisserie schools.

In addition to the EUROPAIN show, the union started the National Bakery-Pâtisserie show which is held alternately with the EUROPAIN show.

REGIONAL PARTNERS



CREMAI

Organised under the Eminent Patronage of His Majesty King Mohammed VI from its very first edition, Crémaj is the benchmark B2B trade show in Morocco for the hotel, catering and bakery pastry-making sector. Its success is acknowledged and acclaimed by all CHR professionals, an achievement stemming from its organisation, its involvement in its partners' interests and its civic dimension.

The 5th edition will take place from 22nd to 25th March 2011 with over 200 exhibitors displaying the latest trends in products and services designed for CHR professionals.

For the first time, Crémaj is hosting the prestigious Louis Lesaffre Cup competition, Africa-Mediterranean selection round. The show has enormous experience in organising competitions, always eager to highlight the men and women who really shine in their profession. "The values of the Louis Lesaffre Cup are totally in line with our own" explains Kamal Rahal Essouiami, show director. "I can state this with confidence, being very familiar with this extremely high level competition as I have been a jury member several times in Asia and in France."

To ensure high visibility, Crémaj is repeating its Crémaj News programme, with the show's main attractions broadcast throughout the exhibition centre by the Office des foires et des expositions de Casablanca, and additional media coverage via the Internet: Crémaj TV, accessible from its Internet site www.cremai.net.

Finally, following the trend of national and international concerns in the field of CHR, this edition will fly the flag for sustainable development, to raise awareness in the sector's players in relation to their energy sources and how to optimise them. A special programme of conferences is organised to cover the main themes.





Lesaffre MAROC



Lesaffre started operating in the Fez region of Morocco in 1975, first under the name SODERS, then LESAFFRE MAROC in 2006. It is interesting to note that Lesaffre Maroc was the first privatised Moroccan company. Lesaffre Maroc employs around 200 people, with an annual turnover of 360 million dirhams. It manufactures fresh yeast as well as dry yeast, bread-making improvers and flour correctors.

The stated intention of its Chief Executive Officer, Damien Lesaffre, is first and foremost to forge a close relationship with Moroccan

bakers and listen to their concerns. To this end, a Baking Center was set up in Casablanca, with a large number of technicians ready to give support to bakers in the field. The daily mission of these experts involves training and technical assistance. They help to adapt the company's offer to meet the needs of the clientele.

The company is also very close to yeast consumers and, in 2002, it launched "Rafiaa", a dry household yeast, on the local market. This gave the housewife access to a product that can be kept for longer. The company has developed several recipes that prove very popular with Moroccan housewives.

Lesaffre Maroc also produces a review aimed at the kingdom's bakers: "The Moroccan baker". This bimonthly paper not only relates major events in Moroccan bakery, but also offers the sector's players a means of expression and interaction, with technical articles, recipes or discussions.

Lesaffre Maroc is also a socially-responsible company which has been involved in the social life of its adopted country since 2001. This patronage was set up with the aim of preventing young rural children – in particular girls – from leaving school early. Lesaffre Maroc goes even further in supporting the best pupils by encouraging them to continue their studies in secondary school.

LESAFFRE 
MAROC

Organizers



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for their support



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