

**INTERNATIONAL SEMINAR**

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**RECENT DEVELOPMENTS  
IN THE WORLD PASTA SECTOR**

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**ISTANBUL - TURKEY**

**SATURDAY 6<sup>th</sup> APRIL 2013**

Expo Center - Pamukkale Conference Room



**04 - 07 April 2013** 5<sup>th</sup> International Flour, Semolina, Rice, Corn, Bulgur, Feed  
Istanbul Expo Center / Halls 9 - 10 - 11 Milling Machinery & Pulse, Pasta, Biscuit Technologies Exhibition

Turkey, Istanbul 6<sup>th</sup> April 2013



An Event **PASTATREND**

*The International Pasta Expo - Italy*

*The first and only event in the world that enhances the Italian leadership in the Pasta production as well as in its supply chain, i.e. raw materials, technologies and gastronomy.*

*A unique opportunity to preview new gastronomic trends, products and service innovations for everybody that like taste or serve the best Italian food all over the world.*



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Istanbul, 6<sup>th</sup> April 2013  
Expo Center - Pamukkale Conferenec Room

## Program

- 14.00 - 14.30 **Varieties, consumption preferences  
and dry pasta market at dry pasta consumption**  
*Murat Bozkurt - Supply Chain Director  
Turkey, Middle East & Africa - Barilla*
- 14.30 - 14.50 **The place and the importance of Italy  
in the world pasta sector**  
*Fabrizio Vitali  
Claudio Vercellone  
Board of PastaTrend - The International Pasta Expo - Italy*
- 15.00 - 15.25 **Dry pasta technologies, investment  
and production costs of dry pasta**  
*Biagio Sala - Marketing Manager of Anselmo S.p.a - Italy*
- 15.25 - 15.50 **The structure of fresh pasta and economical worth of  
the world fresh pasta market**  
*Giacomo Deon - President of Confartigianato Food Federation - Italy*
- 16.00 - 16.25 **Fresh pasta technologies, markets  
to be invested and investments costs**  
*Alessio Marchesani - Marketing Manager of Storci S.p.a - Italy*
- 16.25 - 16.50 **Fresh & dry pasta: food habits  
of the turkish consumers**  
*Mehmet Aksel - Founder of MSA - Muftak Sanatlari Akademisi - Turkey*
- 16.50- 17.00 **Discussion and Concluding Remarks**

*For further information:*

[www.pastatrend.com](http://www.pastatrend.com) - [www.avenuemedia.eu](http://www.avenuemedia.eu) (Section Congresses)

## GENERAL INFORMATION

### CONFERENCE SITE

ISTANBUL EXPO CENTER

Conference Room PAMUKKALE

Cobancesme Kavşagi P.K. 40 34149 Airport - Yesilkoy - Istanbul - Turkey



## ORGANIZERS



**Avenue media®**

*Conference & Expo*

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