

The Food
Industry
Suppliers
Trade Show



The trade show
for Food Industry
Professionals
in France!

11-12-13 March 2008

Parc Expo - Rennes Aéroport

Equipment and processing



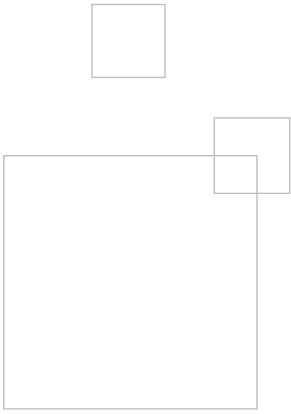
Ingredients - IFP



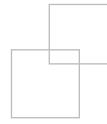
Food packaging



Press Kit



www.cfiaexpo.com





11-12-13 March 2008

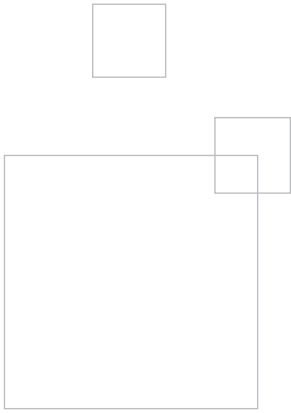
Parc Expo - Rennes Aéroport

CFIA opening times

9 AM – 6 PM for all 3 days.

List of contents

| | |
|---------------------------------------|----|
| Presentation | 5 |
| Exhibitors and visitors: testimonials | 6 |
| CFIA at a glance | 8 |
| Innovation Awards | 10 |
| New features for 2008 | 12 |
| CFIA 2008: the event | 15 |
| Contacts | 16 |



www.cfiaexpo.com





Do not miss the meeting-place for food industry professionals on 11, 12 and 13 March 2008

Presentation

The 12th CFIA trade show brings together 1,200 brands belonging to food industry suppliers, clearly organised into three sectors:

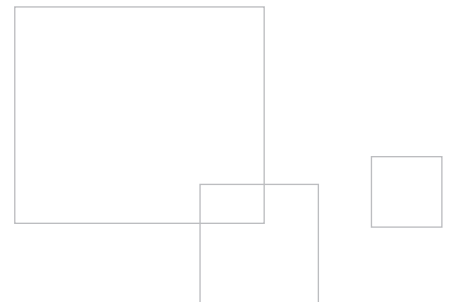
- equipment and processing: 600 exhibitors
- ingredients – IFP: 80 exhibitors
- packing – packaging: 300 exhibitors

With 10,000 visitors from manufacturing sectors (production, maintenance, new work, purchasing, R&D, quality - hygiene), CFIA is the largest professional event in France dedicated to the food industry.

Created in Rennes, at the heart of Europe's leading agri-food region, CFIA has extended its reach much further to attract visitors from the "Grand Ouest" (the regions of Brittany, Normandy, Western Loire, Centre Loire Valley and Poitou-Charentes) and the rest of France.

This press kit presents CFIA and its market:

- Exhibitors and visitors value CFIA: find their testimonies on page 6
- Reflecting the sector's dynamism and creativity, the "Innovation Awards" honour exhibitors' new products: the list of the 2008 entries is revealed on page 10
- Highlighting IFPs, a special focus on their use: find out about CFIA 2008's new features on page 12





Exhibiting at CFIA gives you the opportunity to meet everyone in the agri-food industry who is looking for a top-quality product. Being in a unique place dedicated to the food industry means you also benefit from the organisation of a professional show and a large number of measures put in place to ensure promotion.

exhibitors' testimonials

Wipak France
Georges Bassin, Sales Manager

«Our target business is basically the fresh products sector, for which we sell what are known as high barrier films. At the trade show, we are spotlighting our new-generation coextruded products and the breadth of our range with our know-how. It is an opportunity for our company to meet manufacturers in the food industry, the senior management and the buyers, as well as workshop managers and technicians, people that we rarely get to see, which allows us to get closer to those who seldom leave the factory. Through this contact, they can benefit from a different relationship. In Brittany there is a large agri-food potential. It is important that this show stays like this, with a human dimension».

Biro France
Christian Delestre,
Chairman and Managing Director

«CFIA, as its name indicates, is a meeting-place for food industry professions in a region with a strong involvement in meat production and processing. It brings together all the players in the profession. CFIA means travel and access is easier for people from this production and processing centre. The interest of this event is the fact that you can find both the people in charge of production and also the technicians, the operators, the sales and marketing people... It's a very dynamic show! Biro France's goal is increased impact in the industry through a highly specialised sales force. We need to maximise customer closeness to be ever more attentive and more responsive to their requirement for standard, and above all specific, equipment, so as to contribute and develop our engineering solutions».

Lesaffre France
Stéphane Pucel,
Marketing & Communications Manager

«All the company's innovations come from seeing our customers' needs and are adapted to their production constraints and processes. We benefit from CFIA to meet the many bakery companies located in the west of France and show them the latest innovations from Lesaffre France's Industrial Division, in the surroundings of a trade show that is full of feedback and personal contacts. For us, CFIA is an opportunity to meet our industrial customers and prospects in a show with a human dimension».

Frémont Affûtage
Didier Frémont, Director

«Being at CFIA is to promote a real know-how... It is important to be present, alongside the competition. By bringing something new to the trade show, every year our stand is different from the last one. At the show we exhibit our expertise in sharpening: we recondition blades, but also manufacture disks and advise certain companies on request. We have also met people who do not only come from the food sector as such but are interested in our work, such as plastics technology or agriculture. Exhibiting brings us a lot in terms of contacts. Talking with our visitors helps us progress, by always searching for new techniques, whether in research, development, consultancy, new procedures, etc. After these meetings we go away and think!»

Amcan Ingrédients
Mr. Antoine Bouttereux, Sales Manager

«Since it was founded in 1986, Amcan Ingrédients' growth has been characterised by a continually enlarging product range and clientele, with business aimed at flavourings, essential oils and additives for the food industry. The company is present in Europe, Asia, and the Near and Middle East (Lebanon, Israel, Jordan, etc). Our strength is producing good products that can be delivered immediately. Quality and service are two essential elements in a company's success. CFIA meets our needs perfectly. It is an opportunity to see 60% of our buyers and 40 % of new customers, businesses who come to meet us, in one place».

Dispac (Groupe L'Univers de L'Emballage)
Jean Bernard Moreau,
Equipment Division Sales Manager

«To begin with, four years ago, we exhibited packaging machines for fruits and vegetables at CFIA. This approach allowed us to make contact with other fields in the food industry: professionals from other fields such as the prepared meats sector approached us concerning very specific needs. We therefore worked with them. Thanks to this trade show we have expanded our business field, including both small companies and large corporations that have turned to us. The people who attend CFIA are top-quality visitors. After contacts have been established, the orders that the show gives rise to also lead to a long-lasting relationship with customers. This also strengthens our position with buyers that we already know: we continue to develop machines and begin to be established in a specific area, becoming their main contacts».

Whatever people in the food industry are looking for, whether they want to move into new markets or discover innovative applications, CFIA can guarantee visitors that they will find an attractive and specialised offer that meets their needs.

A selection of testimonials from people who also contribute to this event's success.

Tendriade

Jean Pierre Hubert, Production Manager

«We specialise in producing and marketing veal. This is therefore an opportunity for exhibitors to show us solutions for very specific requirements, and for us more specifically in the process area, our goal being to maximise our productivity. Before visiting CFIA we have already drawn up a list of suppliers – those we know and their competitors – so that we can also see the changes in that field».

Aux Salaisons savoyardes

Michel Griot, Production Manager

«Some trade shows cover too large a field sometimes and you can't see the wood for the trees. CFIA's strength is its focus on agri-food equipment and everything relating to processing. I use the website to prepare my visit. I am fairly satisfied by my visit in regard to the goal I had set myself».

Madrangé

Jacky Esnard, New Work Engineering Manager

«CFIA's strong point is its convenience. It is easier to visit than those held in the Paris area. We have enough documentation here to target suppliers and make contact with exhibitors during the day. With regard to the time I gave myself, I'm quite pleased with my visit. I would just like to add one thing: that this trade show has a long life».

Charal Surgelés

Richard Philippon, Quality Technician

«I work in a quality/hygiene department. I therefore found some interesting items related to new cleaning techniques. With respect to quality, I found lots! I prepared my visit in advance by drawing up a list of exhibitors before coming to the show. Concerning the discovery of new products, the exhibitors gave me information that made it possible to substantiate future projects. I also discovered new suppliers, in the field of electromagnetic and X-ray detection, etc. Several of us came from our company, and each of us finds out things differently. That's another area where exchange is interesting».

Sodebo

Régis Thibaud, Maintenance Manager

«I've been coming to CFIA for several years now. This year I introduced one of my colleagues to the trade show. They were pleasantly surprised by the number of suppliers and the quantity of equipment shown. For the people in the field, it's an occasion to find out about new technology, and more particularly to ask equipment suppliers about the technical aspect of processes and their changes, to see what access you can have to the equipment, to save time on repairs, or to extend the frequency of preventive maintenance operations and install self-diagnostic systems, etc. Finally, everything that enables the reliability of the equipment to be permanently improved: maximum return. It's a very comprehensive show, with easy access; and Rennes is an ideal location since the west of France is an important agri-food region».

Bridor

Philippe Gatel, Maintenance Manager

«We visited CFIA with a specific goal. We did indeed find what we were looking for and invested in the equipment. Our team is therefore satisfied because we have completed our project! CFIA stands out because you can visit the show according to each person's special field and focus on what relates to each activity, in our case the pastries sector».

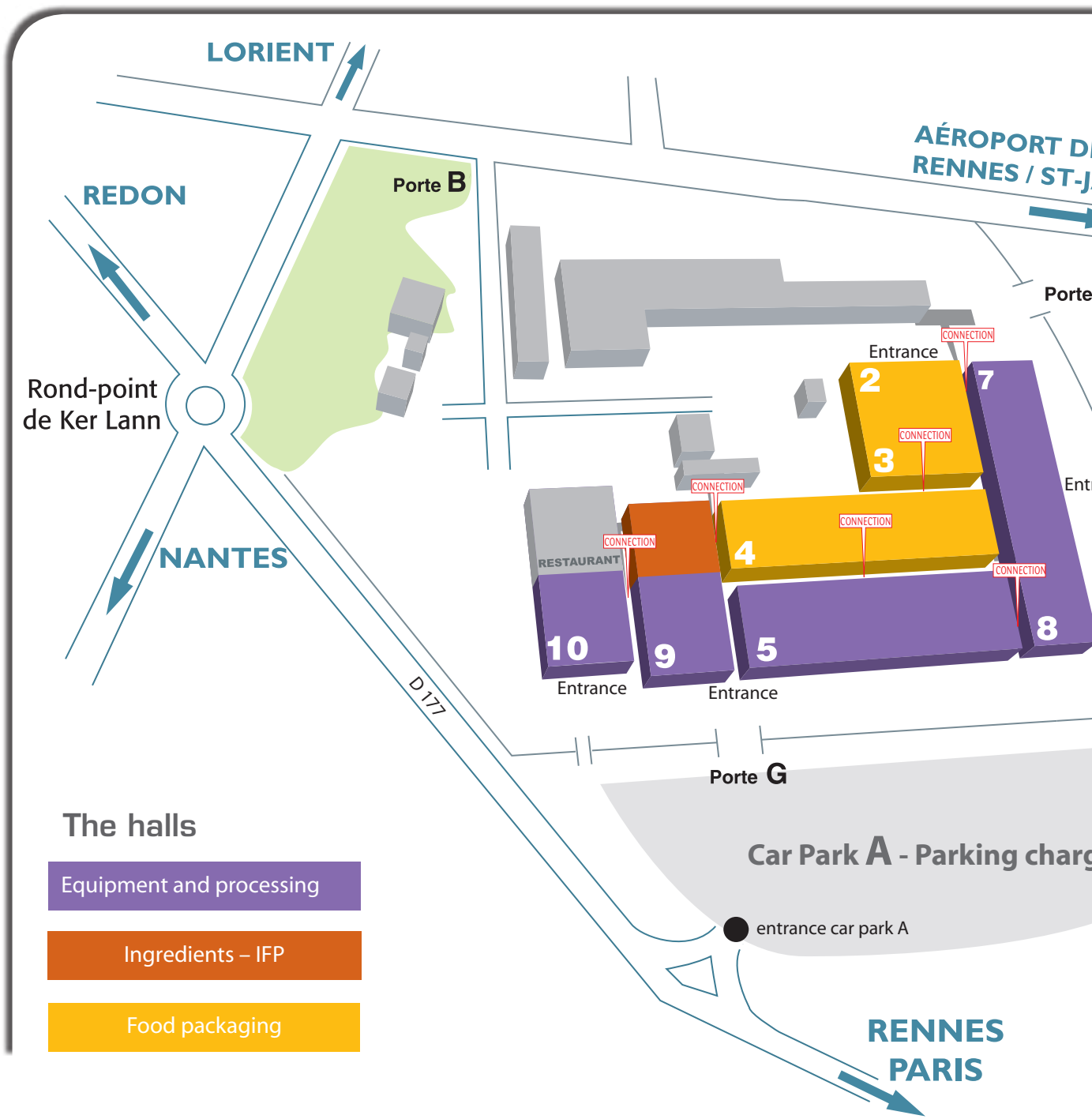
Groupe Eurial Poitouaine

Thierry Mercereau, Production Manager

"I was able to make contact with the suppliers I wanted to see"

«I knew the trade show already. I come to CFIA above all when there are investment goals. I had already prepared my visit by noting the locations of the stands of packaging and multi-sector exhibitors, and really focused on finding solutions to very specific sector-based issues. This visit has been interesting and I was able to make contact with the suppliers I wanted to see».

Welcome to CFIA!



The halls

- Equipment and processing
- Ingredients – IFP
- Food packaging

CFIA: a forum for value added exchanges and communication between players in the food industry...

Sectors

Equipment and processing

CFIA was created in 1997 around the activities of exhibitors from the "equipment & processing" sector. This year, more than 600 exhibitors in the processing field will present their products and new solutions (convenience, quality/hygiene, food safety, etc). Some technologies already in use may offer other interesting prospects for the use of new applications (micro-waves, extrusion cooking, coextrusion, preservation, sterilisation, aseptic canning, freezing, as well as filtration, automation, etc).

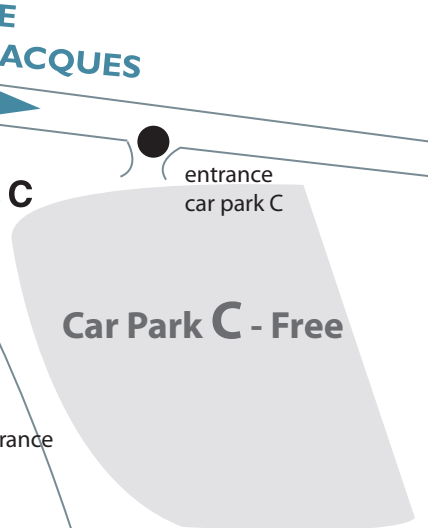
Packaging

With sales revenue reaching over €19 billion, intelligent packaging is changing and adapting according to the product, with the aims of saving time, convenience, safety and transparency. The food industry plays a leading role in the packaging market. This is also without a doubt the reason for the growing number of packaging specialists at CFIA. This year, the trade show's three halls will host 300 professionals.



Ingredients - I.F.P.

For 2008 CFIA has allocated even more exhibitor space to ingredient and IFP manufacturers. Partnering CFIA for the first time in 2008, Club PIA also brings a new dynamic to the "ingredients, IFP" section, which brings together 80 professionals in the sector. In addition to the leading suppliers of ingredients, flavours and additives, long-standing exhibitors at the show, this section's offer will be completed by a number of raw material and IFP suppliers. The intermediate food product sector is full of innovation and is a rapidly expanding market that attracts a large number of European companies. Sales of IFPs to processors represents about €33 billion, i.e. 24% of the French agri-food industry's business.



Fields

Specialty-based lists

Quickly identify which exhibitors, out of the 1,200 present at CFIA Rennes 2008, work in your field of the industry!

In order to make it easy for the professionals visiting CFIA Rennes 2008 to find what they are looking for, the exhibitors have specified which agri-food fields their products and services are aimed at:

- pastries and cakes, biscuits, confectionery, bakery
- fruits & vegetables
- liquids, semi-liquids, dairy products
- meat products, seafood products, egg products, pet food
- delicatessen, ready-made dishes

Five specialty-based lists covering the food industry's five main product families can be consulted immediately on the CFIA site www.cfiaexpo.com, section "2008 exhibitors - advanced search".

At the trade show, they can be obtained from our hostesses at the information points.



12th Innovation Awards

Suppliers are filled with a desire to innovate! They set up and support a project through to its final development and its launch onto the market

The suppliers' new offer results from a general re-think in response to the demands of companies: optimising production costs, respecting the environment (production rules, working conditions, ecology, etc). The challenge also involves quality in food product management and consumer demands (quality/price ratio, food safety, consumer trends, etc). One of CFIA's goals is precisely to promote innovation: this year, many companies will be there for the 2008 Innovation Awards!

For the prize-winning companies this event is a recognition of their innovation culture, which is a core value of the company, an excellent media springboard and has a strong impact on the professionals of the agri-food market. Since the CFIA was created in 1997, over 90 innovations and improvements have been honoured by the Awards jury.

Agri-food and equipment companies: a strategic alliance for specific needs.

CFIA's Innovation Awards reward the products, equipment and services of companies exhibiting at the show, divided into four categories:

- Equipment and processing
- Quality, hygiene, services
- IFPs & ingredients
- Packing, packaging

The Innovation Awards competition is restricted to exhibitors and brands represented at the show. The competing products, equipment and services must have been created after 1 January 2007.

The Jury is composed of well-known professionals: specialist journalists, people from the food industry and institutions, they study the files presented by the exhibitors, according to fair and impartial rules.

The jury Principle

The Awards 2008 will be bestowed this year by:

Christophe COTILLON - ACTIA
 Jean-Robert GEOFFROY - ADRIA
 Catherine PETITDIDIER
 - Arômes Ingrédients Additifs
 Hubert DRIEU LA ROCHELLE
 - Comaboko
 Jean-Marie ROUSSELET
 - CRAM de Bretagne
 Henri SAPORTA
 Emballages Magazine
 Gérard BRULE - ENSAR

Julien JOLLY - Fleury Michon
 Franck MEUNIER - Groupe Even
 Romain JEANTET - INRA
 Hubert FORTIN - Lactalis Nestlé Ultra Frais
 Ariane VOYATZAKIS - OSEO
 François MOREL - Process Alimentaire
 Laurent BENARD - RIA
 Philippe LE BOURHIS - Saloir du Daoulas
 Michel QUELEN - SVA Jean Roze
 Marc ESNOL - Unicopa
 Michel PINEL - Valorial

Coordinator: Axel Lahouratate - Agor



2008 entries

Equipment and processing

- **CDH France**
Mixer boiler cooler dryer
- **Still**
Lifting truck with retractable mast
- **Arbor**
ISS 450 intelligent sorting system
- **Goudsmit France**
Aluscan, revolutionary metal detection system
- **Ijinus**
Ikitrack, ultrasonic digital silo probe
- **Tecnal**
New slicing system
- **Cesbron**
Coolant heat pump
- **Cesbron**
SuperviseurPilot wine-making process management and traceability
- **Seriaco Suez**
Gess (Global Economy System Seriaco). Utility for energy gains
- **Biothermie**
Biofuel
- **Servi Doryl**
Robotised cheese turning device
- **Leroy Somer**
Dyneo, LSRPM range (range of drives)
- **Urschel**
Diversacut Sprint (precision equipment for cutting up food)
- **Cottier Equipements**
BC® diffuser

Quality, hygiene, services

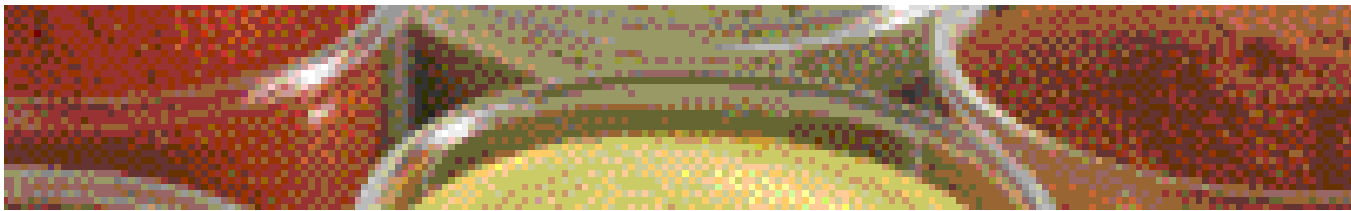
- **Axima Réfrigération**
Axitemp, refrigeration solution
- **Egretier**
Quick-disconnect volumetric pump
- **QSMS**
Blue Orion, management and optimisation solution
- **Jonhson Diversey**
Taski Qwingo, cleaner, self-washer
- **Endress Hauser**
Laevelfl ex M FMP43
- **Quaron**
Baso Bonil Prefoam, tri-enzyme detergent
- **3M**
TI 20 temperature recorder

IFPs & ingredients

- **Limagrain**
Epi white, cereal ingredient
- **Linde Gas**
Biolind 532, food gas mixture
- **CHR Hansen**
Bactoflor, innovative ferment
- **Armor Protéines**
Lactosalt, an ingredient rich in minerals obtained from milk
- **Eurial Poitouaine**
Range of liquid cheeses
- **Nature Frais**
Vegetable mixture for frying
- **Fromageries Bel**
Cantadou Roll
- **DSM Food Specialties**
Maxarite, dairy solutions
- **FPS Mane**
Promish 204P, potato proteins

Packing, packaging

- **Etik Ouest**
Etik Tack serving pack
- **DS Smith Kaisersberg**
PLV KAYPAL corrugated cardboard packer
- **Genplast**
Ecostar, ecological food wrap
- **Cermex Sidel**
WRAP Around WB 45, wrapping machine
- **Busch**
New generation vacuum pump
- **CIBA**
OnVu™ label, time/temperature indicator
- **Nordson**
Patternjet, thermoplastic adhesive gun
- **Mécaplastic**
Mecpack, packing machine
- **Elytra-Emin Leydier**
t'hop hygiene meal tray
- **Tetra Pak**
Tetra Gemina Aseptic, aseptic carton packaging
- **Luceo Edixia**
Thermosecure L100, visual inspection machine



At CFIA we respond to the demands from the food industry professionals. That is why, for the 2008 show, the players in the ingredients-IFP sector can benefit from the expertise of Club PAI, which is working in partnership with CFIA to promote our exhibitors' offer.

New features for 2008

Club PAI, and its 55 members, is partnering CFIA 2008, with all those who work to expand this sector, in order to promote the IFP offering of the exhibitors and help inform visitors on these subjects. Through the "Innova DataBase", which allows worldwide trends to be detected and analysed, Club PAI has identified four themes driving innovation:

• Accessibility: the price war

Prices of some raw materials are skyrocketing, because production levels are too low or because of competition with biofuels. But for some producers this is a return to a fairer compensation. Meanwhile, people in the industry have to manage to pass on significant rises. Two strategies allow them to retain some income for their work: either replace items that are too expensive with cheaper ingredients, which risks reducing quality. Or, on the contrary, add value and innovate, to make new products and win over consumers, who will accept to pay more.

• Pleasure

Pleasure is the reward the body gets once its basic needs have been satisfied. Safety, warmth, softness, nutrition, etc. Pleasure for the taste buds, the senses, aesthetic pleasure... But there is also the pleasure of discovery, of amazing your friends, and having a good time.

• Health

Eating so as to live longer in good health has become important. And while remedial health care is an area that Americans are more concerned about, French people appreciate the signs of nutritional quality. In this vein, the continuing strong distrust of additives and other artificial substances crystallises a dread of being poisoned through the food you eat. An increasingly important reassurance to offer.

• Ethical

Eating ethically won't make you fat! Consumers want to have more sense in their life and on their table in particular. Choosing the "organic" route can be one of these approaches. Preferring ethnic products – coming from human populations and full of their culture – to very 'folksy' exotic products... is trendy.

Informative panels and product presentations will illustrate these topics at the information point located at the heart of the IFP area.



Club PAI is an association of ingredient and additive manufacturers. Its objective is to bring together the professionals from the ingredients, additives and semi-processed products sector and promote them.

It has a range of goals:

- Improved information and recognition among users, influencers, buyers, journalists and Public Powers.
- Identify companies in the sector at the international level.
- Centralise all the economic data.
- Pooling expertise.
- And always to be a place for friendly discussions.

Contact:
Béatrice de Reynal
clubpai@wanadoo.fr
www.clubpai.com

Discovering new applications in food preparations, technical and marketing projects, jobs and careers...
These also form a major theme of CFIA 2008.

Gourmet Consultants Presentations and CFIA Events

This year, for the first time since CFIA began, Gourmet Consultants teams will be presenting events in the trade show. Thus, several times a day, in a dedicated area, the chefs will offer demonstrations utilising the IFPs and ingredients of the exhibitors present. A real "show room", through which visitors can discover original recipes and the many applications of the ingredients used – and also enjoy free tastings.

Created in 1998, Gourmet Consultants is a creative and marketing agency specialising in food preparations for the food industry. "We provide assistance for our customers' innovation programmes across a number of areas: creative brainstorming, developing product models and specifications, and also supplier sourcing and setting up teams. Our team includes both culinary, technical and marketing project leaders and a food stylist/photographer for our recipe sheet and pack services".



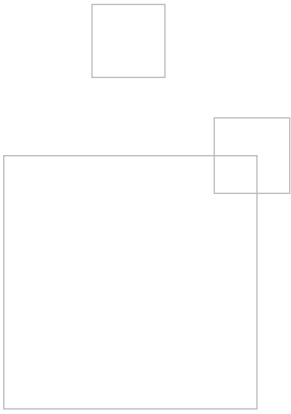
RégionsJob.com, CFIA 2008 partner

Employment is at the heart of the challenges facing the agri-food industry: resources and qualifications form one of the key factors impacting on a company's performance. CFIA is supporting companies and their teams in this by setting up a "career" section on its website www.cfiaexpo.com: this section covers recruitment and job searches and is aimed equally at people looking for employment opportunities and at employers looking for staff. RégionsJob.com is a network of 8 employment sites, number 1 in the region.

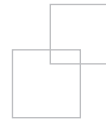
With 2.7 million visits* and 1.5 million unique visitors*, RégionsJob.com is a perfect tool for recruitment professionals and applicants.

(*source xiti – September 2007)





www.cfiaexpo.com



CFIA 2008: the event

CFIA 2008's richness and diversity explain the interest it arouses in the media both in France and, increasingly, throughout Europe...

France

- Special issues, articles: the trade press is "covering" the show and taking an interest in all the types of innovation being exhibited there.
- In January, 17,000 copies of CFIA Info, the CFIA magazine, were sent to food industry decision-makers in France
- The exhibitors are sending out 200,000 invitations
- Ouest France, the leading French daily newspaper, is a CFIA 2008 partner
- France Bleue Armorique, in association with the Rennes Chamber of Commerce and Industry, is also covering the event and is installing a recording studio at the trade show

International

Germany, Austria, Belgium, Denmark, Spain, Estonia, Finland, Greece, Hungary, Italy, Latvia, Norway, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden, the Czech Republic, the United Kingdom and Turkey. The professional associations from these countries have unanimously given our event a very favourable reception, and are promoting it among their members.

www.cfiaexpo.com

This is the CFIA 2008 website. Completely redesigned, the site is now a real information tool for CFIA's public, exhibitors and visitors. Thanks to its very powerful search engines, it is also, for journalists from the trade press, the best search tool for the products and services of agri-food industry suppliers.

Attentive to the demands of the market, CFIA has also created a "career" section in partnership with RégionsJob.com containing job offers and an employer area. This section goes to the heart of one of the market's major concerns, its human resources.



11-12-13 march 2008
Parc Expo - Rennes Aéroport

A collection of several empty squares of various sizes scattered across the top and left side of the page.

Contacts

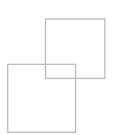
Show director: Sébastien GILLET

General Manager: Antoine GALLON

Press relations: Chrystelle ROUQUIER

Conferences: Nathalie HENNEBIQUE

Innovation Awards: Axel LAHOURETATE

A small cluster of three overlapping squares located in the lower right area of the page.