



## COFFEE: PRESENTING THE NINTH EDITION OF TRIESTESPRESSO EXPO, THE MOST INTERNATIONAL FAIR IN FRIULI VENEZIA GIULIA

**Scheduled from 25 to 27 October in warehouses 27, 28, 30 and in the Hydrodynamic Power Station of the Old Port**

People are about to arrive in Trieste from many European countries and from Korea, Peru, Nepal, Australia, Iran, Brazil, India, just to mention the most distant ones. They are the exhibitors and visitors - in 2016 almost 13 thousand - of what is universally recognized as the most international fair in Friuli Venezia Giulia.

The ninth edition of **Triestespresso Expo**, to be held **from 25 to 27 October** in warehouses 27, 28 and 30 and in the Hydrodynamic Power Station of the **Old Port**, was presented last 18th October. This is the most important international B2B event dedicated to the espresso coffee industry. Organized by the **Chamber of Commerce of Venezia Giulia** and the **Municipality of Trieste** and realized by **Aries Società Consortile a r.l.** in collaboration with the **Trieste Coffee Association** and the **Italian Federation of Public Businesses (FIPE)** and thanks to the sponsorship of **Crédit Agricole FriulAdria**, this significant event confirms the role of **Trieste as the Capital of Coffee**. An event that symbolically takes place in environments that evoke the long history and expertise of the city in the coffee industry, since when coffee really began to spread in "Old Europe" and landed right here in the docks of the Old Port.

What made a highly specialized pole like Trieste successful, however, was not only the long tradition and expertise acquired over all these years, but also an authentic passion and the continuous desire to innovate and get involved in this field.

«Trieste has been and continues to be a port of call for the world of coffee», said **Antonio Paoletti**, president of the Chamber of Commerce. «And the most varied specializations have developed around the port: from roasting to decaffeination, scientific research, insurance and banking services as well as of course the spread of culture in the historic cafés of the city centre. For this reason, the trademark "Trieste Capital of Coffee" has been registered, strongly supported by the Chamber of Commerce of Venezia Giulia, together with the Municipality of Trieste and the Region of Friuli Venezia Giulia, in order to identify the importance and history of Trieste and coffee at a national and international level. Lastly - added Paoletti - I would like to stress the induced activities that Triestespresso Expo has produced for operators. In this period our hotels are nearly all full. In a medium/low season period like the current one after the Barcolana, thanks to the fair the average price of the rooms has increased and therefore the impact for hospitality operators is twofold: rooms with higher values considering the season and full hotels».

«As far as catering is concerned - said the president of the Chamber of Commerce of Venezia Giulia - during the days of the fair, from Thursday to Saturday - and in some cases also on Sunday - the facilities will work very well and in this case too there will be a flow that we would not otherwise have at this time of year. Indeed, after the Barcolana, the hotels and restaurants are generally emptied whereas with Triestespresso Expo the situation is reversed and this is of great help to our businesses».

The Mayor of Trieste, **Roberto Dipiazza**, also spoke at the press conference. «Triestespresso Expo is a very important event for our city. Thanks to the Barcolana and events such as Triestespresso Expo, we have gained international visibility that continues to increase,» stressed Dipiazza. “As many of our important guests have confirmed, today in Italy there is not a city that can boast the same liveliness as Trieste.” The mayor then made a promise to the authorities and organizers present: “For the next edition in 2020 we expect the new location in the Old Port to be ready, a centre for conferences and trade shows able to accommodate the best major international events».

«Coffee is a strategic sector for Trieste, with 1,100 people directly employed, plus those working in related industries» explained **Alenka Obad**, member of the Presidency of the Trieste Coffee Association, a partner of Triestespresso together with the Italian Federation of Public Businesses (FIPE). «Founded 127 years ago, our association, with about thirty members, is the oldest in Europe and the only one left in Italy».

The director of Aries Scarl, **Patrizia Andolfatto**, presented the program of Triestespresso Expo in detail. «There are two key words in the 2018 edition: ‘Training’ and ‘innovation’. Key words that we will find on all three days of the fair: from the courses organized by the University of coffee - illycaffè to the many appointments of Triestespresso Campus, from personalized consultations dedicated to food safety to courses for becoming tasters, from insights on corporate social responsibility to the presentation of four innovative startups, ready to make their way in the coffee sector».

Triestespresso Expo is sponsored by Crédit Agricole FriulAdria. «We have decided to strengthen our strategic position as a partner in the agrifood chains by supporting for the first time Triestespresso Expo, the most important B2B event for the espresso coffee industry - said **Mauro Tecovich**, Sales Manager of Friulgiulia - Crédit Agricole FriulAdria -. For our bank this appointment contributes to form a triptych of initiatives - together with Olio Capitale and Syat dedicated to innovative maritime technologies - supported under the agreement signed with the Chamber of Commerce of Venezia Giulia for the treasury service managed by the bank».

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