

TRIESTESPRESSO EXPO 2022

THE PRESS KIT WITH CONTENTS AND PROGRAMME

The international exhibition of Italian espresso, open only to professionals, is ready to unveil itself with an appointment full of novelties and content. The tenth edition of **TriestEspresso Expo** - organized by the **Venezia Giulia Chamber of Commerce** through its in-house company **Aries**, with the joint organization and contribution of the **Municipality of Trieste**, the **Convention and Visitor Bureau** and in cooperation with the **Associazione Caffè Trieste** - will take place from 27 to 29 October 2022 in the new **Trieste Convention Center (Tcc)** in Trieste's Porto Vecchio, the city's old harbour.

This edition marks the restart after the stop due to the coronavirus pandemic that led to the suspension of the 2020 appointment of the most eagerly awaited two-yearly exhibition in the espresso industry. The exhibitors come from Italy, Tanzania, Spain, Slovenia, Germany, Malta, Ethiopia, South Korea, Greece, Belgium, Switzerland, Turkey and Brazil, with a total of 160 stands distributed between the 8,000 square metres of the Tcc and the 2.6 thousand square metres created by means of marquees outside the Trieste Convention Center. Visitors from as many as 42 countries have already pre-registered for the event, demonstrating the great expectations aroused by TriestEspresso Expo and the new location that will host the world coffee economy over the three days in Trieste.

There will be a rich programme of guided tastings of coffees from the roasting companies present at the fair, reviewed and awarded in the guide "**Il Camaleonte, la prima guida dei caffè e delle torrefazioni d'Italia**", edited by Andrej Godina and Mauro Illiano. There will also be a presentation and screening of the documentary "**Caffè & Vino – Due mondi**", followed by a round table discussion and tastings of both products. Instead, the seminar that will be proposed and organised by the Associazione Caffè Trieste and Gruppo Italiano Torrefattori Caffè in collaboration with Area Science Park will be dedicated to environmental sustainability, energy and raw materials.

The preview of the **Trieste Coffee Experts**, a biennial summit of the leading figures in the coffee industry created and organised by the Trieste-based coffee roasting company Bazzara, will be presented by Andrea Bazzara and will feature a discussion in which the most topical issues affecting the entire world of the coffee chain will be addressed. There will also be competitions dedicated to baristas to highlight their skill and interaction with the espresso machine, such as the "Leva Contest", a championship dedicated to baristas to highlight their skill and interaction

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with the lever-operated espresso machine **La San Marco**. There will be two different types of competition: a speed competition that will be won by the pair of baristas who, in the space of an hour, will have managed to extract the greatest number of coffees using two lever-operated machines with 3 brewing groups each; the other, “**Leva Contest Sensory**”, will declare as the winner the barista who will have managed to brew the espresso that obtains the best evaluation - in terms of flavour - by the pool of experts chosen for this purpose.

TriestEspresso Expo, thanks to the collaboration of Illycaffè’s Coffee University, will organise targeted training and educational events that have been set up specifically for the tenth edition of the event.

There will also be a training session for the Ho.re.ca. sector, during which the lecturer will confront an innovative hospitality professional for a reflection on how to face challenges and changes in today's complex situations, and also daily mini training courses “Le persone del caffè: un album di fotografie”, which will be developed through a guided tasting session to narrate the care and dedication of the people working in the coffee chain. Workshops dedicated to companies are also scheduled to highlight how strategic the concept of sustainability is and how to apply it in the company. For this reason two dedicated seminars have been planned: “La sostenibilità del caffè: un viaggio dalle origini” and “L’attenzione e la cura nelle prime fasi di vita del caffè nei Paesi produttori”.

TriestEspresso Photo Days 2022, on the other hand, is the result of a new partnership under the banner of the union between photography and coffee, involving two outstanding features of the same city: Trieste, which since 2014 has been hosting one of Europe's most important photography festivals, Trieste Photo Days, promoted by the associations dotART and Exhibit Around APS; Trieste Capital of Coffee, which since 2012 has been hosting the TriestEspresso Expo event in the evocative setting of Porto Vecchio. The entire coffee chain will be celebrated through a group exhibition that will be part of the Trieste Photo Days 2022 and TriestEspresso Expo 2022 calendars.

Registration, pre-registration and information on the site www.triestespresso.it

INAUGURAL CONFERENCE

“From coffee to espresso between sustainability and rising energy and raw material costs”

**Thursday 27 October 2022, beginning at 10.30
Trieste Convention Center – Hall 27, Room B**

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Introduction

Antonio Paoletti, Chairman of the Venezia Giulia Chamber of Commerce

Interventions

“Commodity exchanges: opportunity or problem?”

Fabrizio Polojaz, Chairman of Associazione Caffè Trieste

“Direct and indirect energy increases throughout the chain from bean to cup”

Omar Zidarich, Chairman of Gruppo Italiano Torrefattori Caffè

“Circular economy and sustainability: the global vision of ICO”

Massimiliano Fabian, Chairman of the International Coffee Organization (ICO)

“Intervention models for the development of circularity in strategic supply chains in FVG: the research experience of Area Science Park”

Marcello Guaiana, Project Manager for Circular Economy at Area Science Park

“The Bioeconomy in Friuli Venezia Giulia: an evolving meta-sector”.

Andrea Giorgiutti, Director of the Production Quality Enhancement Service - Central Directorate for Agri-Food, Forestry and Fisheries Resources Fvg Region

Interventions of the authorities

Roberto Dipiazza, Mayor of Trieste

Massimiliano Fedriga, Chairman of the Friuli Venezia Giulia Region

Master Coffee Grinder Championship

The competition for baristas conceived by **Fabio Verona** will bring to TriestEspresso Expo the fourth Italian selection stage with the support of Imperator. In 15 minutes, the competitor will have to succeed in adjusting the grinding by choosing the best dose of ground coffee to achieve the organoleptic profile described by the roaster. The competitor will also have to justify to the jury the changes and expedients adopted to achieve the final goal.

When: 29 October at 2 p.m.

Where: Hall 28

Language: Italian

“Brazilian coffee: excellence and sustainability”

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For the first time, the **Brazilian Embassy** is taking part in the TriestEspresso Expo fair with an exhibition space dedicated to the promotion of the different types of Brazilian coffees and the spread of information on their production and the historical and cultural aspects related to this beverage.

Completing the Brazilian participation will be a space dedicated to the exhibition "**Journey to the Land of Coffee**", from the **Museu do Café in Santos**, with a historical perspective of the Brazil-Italy relationship and an overview of the sustainability of Brazilian coffee production. The aim is to take the public on a journey between past and present, showing the passion for coffee shared by the two peoples. Visitors can learn about the route taken by Italian immigrants when they landed in Brazil and their destination in the countryside and the cities.

Conferences

Brazil will also participate with two conferences at the fair, on 27 October from 2.30 to 3.30 p.m. in Room A Hall 27. Speakers include **Marcos Matos**, Executive Director of the Council of Coffee Exporters of Brazil (CECAFÉ), with the presentation "**Coffee from Brazil: Quality, Sustainability and International Trade**", and **Alessandra Almeida**, Executive Director of the Santos Coffee Museum, with "**Journey to the Land of Coffee**".

Partnership Agreement between the Coffee Museums

On 26 October at 4 p.m. there will be the signing of the Partnership Agreement between the Coffee Museum and the Trieste Coffee Museum Association, at the Venezia Giulia Chamber of Commerce. The aim is to develop joint activities aimed at addressing issues related to the coffee chain.

Brazilian Embassy: Hall 29 - Stand 01

Santos Coffee Museum: Hall 27

illy Cold Brew and the Coffee University

Protagonist of the **illy stand (Hall 28, stand 16-17)** will be **illy Cold Brew**, with a station dedicated precisely to the natural coffee-based soft drink, obtained thanks to

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the 12-hour cold infusion of the unique illy 100% Arabica blend. The appointments are as follows:

- 27 October at 3 p.m.: Lemon Cold Brew Aria
- 28 October at 11 a.m.: Vanilla Cream Cold Brew
- 28 October at 5 p.m.: Amber Cold Brew
- 29 October at 11.30 a.m.: Fresco Veg Cold Brew

In addition, four more courses by Coffee University lecturers are scheduled in **HALL 27 Events Area - Room A.**

The programme is shown below:

28 October at 3 p.m. - The sustainability of coffee: a journey from its origins.

Every person involved in the coffee chain is indispensable in ensuring that the highest levels of quality are achieved. The commitment originates in the producing countries, in the care and pursuit of sustainable practices in the early stages of coffee's life.

Organized by Francesca Pellis, lecturer at illycaffè Coffee University

Course language: English

Course duration: 1 hour

29 October at 3 p.m. - Coffee talk: the evolving Horeca market.

The testimony of an innovative hospitality professional on the issues of agility and adaptability in relation to the evolution of the market. A dialogue led by the lecturer of the Coffee University to promote reflection on how to face challenges and changes in the complexity of the present day.

Organized by Pierpaolo Segrè, lecturer at illycaffè Coffee University

Course language: Italian

Course duration: 1 hour

28 and 29 October at 11 a.m. - Coffee people: a photo album.

At every link in its chain, coffee encounters the care and dedication of the people who work there. Thus, step by step, its quality is born. When it arrives in our cups, the coffee is ready to be experienced with all our senses. The Coffee University lecturer takes guests on a tasting exploration of the unique illy blend.

Organized by Andrea Appelwick, lecturer at illycaffè Coffee University

Course language: English

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Limited number of places

Course duration: 1 hour

Coffee Today in the “Salotto del TriestEspresso Expo”

Coffee Today, a specialised online coffee magazine, has organised in-depth discussions, interviews and round tables with influential figures from the coffee sector who will speak in the “Salotto del TriestEspresso Expo” about energy, sustainability, and women's issues. It begins on Thursday 27 October (5.30 p.m.) with a round table devoted to women in coffee: the female point of view as a driving force for the development of the sector. On Friday 28, **Roberto Nocera**, CEO of La San Marco, will speak on technological development and the recovery of traditions (10-10.30 a.m.), then **Alessandro Garbin**, CEO of IMF Srl, will speak on the reduction of energy consumption and environmental impact (10.30-11.00 a.m.) and, to close, **Maurizio Giuli**, executive for corporate strategy at the **Simonelli Group** will discuss the circular economy and waste reduction (11-11.30 a.m.).

On Saturday 29 **Massimiliano Fabian**, CEO of **Demus SpA** and new chairman of the ICO board (12-12.30 p.m.), will talk about “expensive energy: how to maintain competitiveness in the industry of the third millennium”. **Fabrizio Polojaz**, chairman of Associazione Caffè Trieste, will then conclude the interview cycle (12.30-1.00 p.m.) with the topic of raw materials: how to resist increases and continue to talk about quality. During the Expo, the Freshmedia agency will provide a photo and video service with professional photographers and video-makers to document the exhibitors’ presence at the fair. Finally, an appointment not to be missed: Saturday 29 October at the Loft in Via Economo in Trieste. The Fair’s after-party will be by invitation only from 9 p.m., and will be open to the public from 11.30 p.m. The event will be organized with the support of the Trieste-based companies Imperator and Donelli Group.

Institutional synergy with Il Rossetti-Teatro Stabile del Friuli Venezia Giulia for a better welcome to operators and visitors

The **Rossetti-Teatro Stabile del Friuli Venezia Giulia**, the Chamber of Commerce of Venezia Giulia and Aries have established a collaboration so that the participants at Triestespesso Expo 2022 can enjoy an even more pleasant stay in the city.

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They will be able to take advantage of the presence at the Politeama - on the same days as the Expo - of the musical “**The Rocky Horror Show**” by Richard O'Brian in the original English edition, directed by Cristopher Luscombe, which marks the return of major international productions to Trieste.

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