



cattico

**aquaculture**   
exhibition & tasting

**25 • 28**

ORGANIZED BY:

 Rimini **Fiera**  
business space

INSIDE:

**sapore**  
TASTING EXPERIENCE  
GUSTI, RITI E TENDENZE  
24 ORE FUORI CASA



**February**

2012

Rimini Fair

# WHAT IS EATTICO

An **exhibition** and **demonstration** area dedicated to the **promotion of fish** and **aquaculture products** as excellences of **TASTE** and **QUALITY**.

Promoted and enriched by the mastery of **top chefs** who allow the companies' products to be *tasted* by **HO.RE.CA. professionals** in a purposely set up area and through special events for **leading foreign food importers**.

At **Rimini Expo Centre** from **25<sup>th</sup> to 28<sup>th</sup>** February 2012, as part of **MSE**, Mediterranean Seafood Exhibition.

**New business opportunities and visibility for aquaculture.**

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# THE PLAYERS

**All COMPANIES operating in the AQUACULTURE SECTOR and who will present THEIR PRODUCTS to the GENERAL PUBLIC of MSE:**

- **Food service** (independent restaurateurs, pizza parlours, chains and franchising, fast food and take away venues, catering firms, collective food service)
- **Other public venues** (hotels, bars, pubs, beer cellars, wine bars, clubs and discotheques)
- **Trade** (distributors, specialized wholesalers, importers/exporters, agents)
- **Professionals** (chefs, pizza makers, maîtres)
- **Large-scale distribution** (hyper and supermarkets, cash & carry, purchase groups)
- **Seafood trade members** (fishmongers, fish markets, etc.)



# 4 THE HEART OF EATTICO DEMO AREA

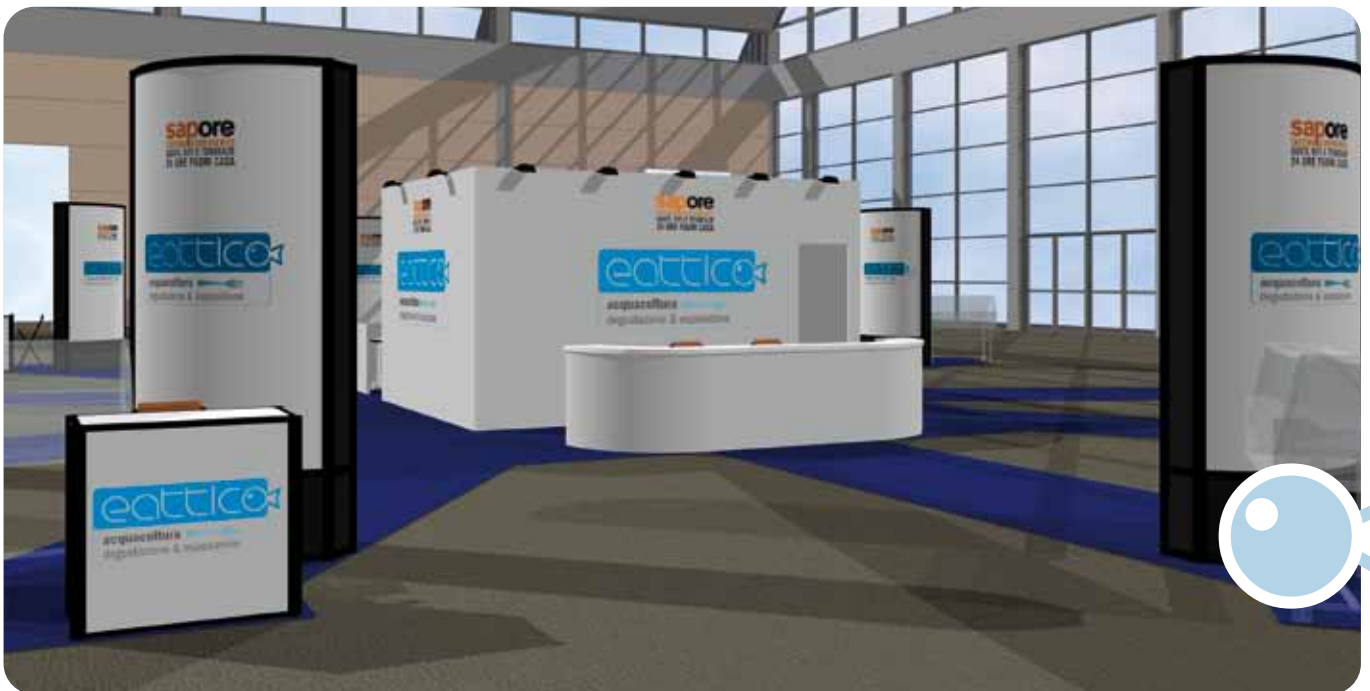
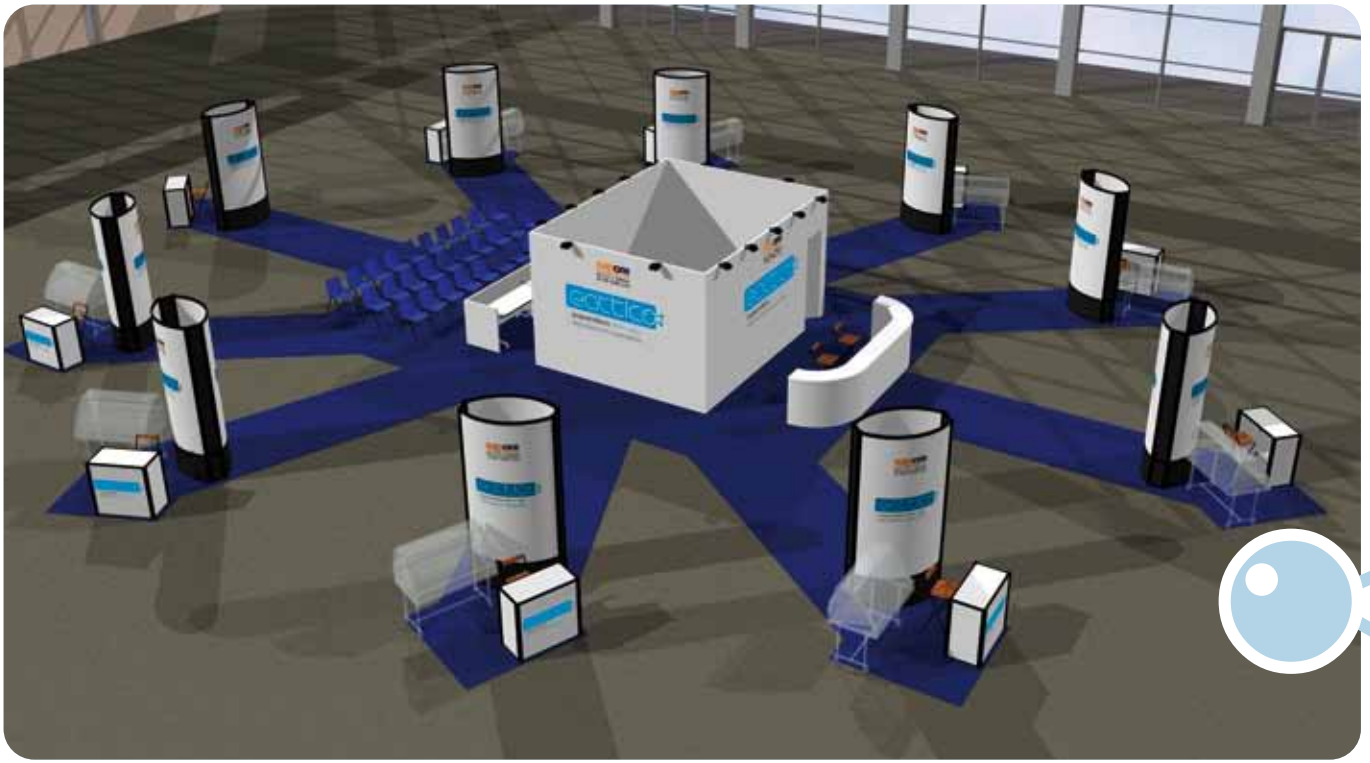
## **SCHEDULED TASTING SESSIONS THAT BECOME BUSINESS**

In the middle of the area focusing on aquaculture, a **big marketplace** dedicated to **TASTING SESSIONS** and **WORKSHOPS**, organised by Rimini Fiera in partnership with the **top chefs** of Federazione Italiana Cuochi.

The companies participating in EATTICO will be able to offer their product, which will be **promoted** by the **expert hands of chefs** and be tasted by HO.RE.CA professionals at **scheduled events**.

The best exposure for a **top product** in the **seafood Hall**, which highlights the concept of **QUALITY CATERING** worldwide.





# HYPER-FLEXIBLE DISPLAY SOLUTIONS

## **TURNKEY CORNER**

*inclusive of:*

- Bare area 4 sq.m (2x2)
- Carpet
- Totem
- Desk
- Stool
- Standard graphic
- Refrigerated display case
- 2 exhibitors' badges
- 1 car badge
- Entry in official catalogue

## **BARE AREA**

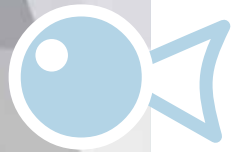
In order to value at best and to personalize own presence, the great flexibility of an area to the center of the scene.



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**eattico**  
acquacoltura  
degustazione & esposizione

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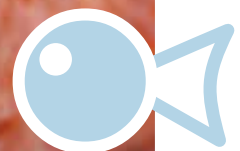
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## **MSE - MEDITERRANEAN SEAFOOD EXHIBITION**

**MSE - MEDITERRANEAN SEAFOOD EXHIBITION** is the section of SAPORE that has an established role as the only **business-to-business** appointment in the Mediterranean area featuring the **entire seafood chain**: from fresh to frozen produce and oven-ready dishes to preserved specialities, not to mention equipment and processing systems.

An extremely professional context with a high international profile, which involves major **European trade associations** and **institutions** in a series of side events with a purely technical-scientific and political-institutional slant, aimed at highlighting the Seafood & Processing entire seafood sector.



**SAPORE 2011 figures:**

- **865** companies
- **79.823** professional visitors
- **more than 3.000** business meetings between exhibiting companies and foreign buyers from **42** countries
- **731** journalist accredited
- **more than 100** new products in the Innovation Area

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TASTING EXPERIENCE  
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25/28

FEBBRAIO/FEBRUARY 2012  
Rimini Fiera Italy



Organized by:



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# HOW TO REACH RIMINI



## BY RAIL

Direct to "RIMINIFIERA" station in the exhibition centre grounds. The fastest routes to Rimini are the Milano-Bologna-Rimini and Roma-Ancona-Rimini lines (RIMINIFIERA station).  
[www.trenitalia.it](http://www.trenitalia.it) - [www.riminifiera.it/stazione](http://www.riminifiera.it/stazione)



## FREE SHUTTLE BUS SERVICE

> to and from  
Bologna Airport (estimated route time 1h and 30 m.)  
or Forlì Airport (estimated route time 30 m).  
Compulsory booking: [www.saporerimini.it](http://www.saporerimini.it)  
or call +39 0541 744266 starting from 20/02/2012.



## BY CAR

Adriatica A14 highway linking Bologna and Rimini.  
To reach the exhibition centre exit at Rimini Nord (3 km)  
or Rimini Sud (7 km). [www.autostrade.it](http://www.autostrade.it)



## BY AIR

Airports:  
Rimini: [www.riminiairport.com](http://www.riminiairport.com)  
Bologna (120 km): [www.bologna-airport.it](http://www.bologna-airport.it)  
Ancona (90 km): [www.ancona-airport.com](http://www.ancona-airport.com)  
Forlì (50 km): [www.forliairport.it](http://www.forliairport.it)



## HOTEL RESERVATION TRAVELACX

TRAVELACX Business Travel Service  
Via Sassonia, 30 - 47922 Rimini - Italy  
Tel. (+39) 0541 305882, 800.083.663  
Fax (+39) 0541 305842  
[www.travelacx.it](http://www.travelacx.it)  
[bookingfiera@adriacongrex.it](mailto:bookingfiera@adriacongrex.it)  
Convenient Flight + Hotel packages are also available

