

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

Asia Pacific International Selection Round
26th to 28th May 2011
Interbake Show, Canton, China

For more information:
www.coupelouislesaffre.com

SEVEN COUNTRIES ARE IN THE RUNNING FOR THE LAST LOUIS LESAFFRE CUP SELECTION ROUND BEFORE THE FINALS IN PARIS IN 2012

From 26th to 28th May 2011, the Louis Lesaffre Cup will close its international competition cycle with the Asia Pacific zone selections. This last event will be hosted by the Interbake Show in Canton, China.

Interbake is one of the largest trade fairs linked to the baking industry in Asia. Spread over 50,000 m² with 800 exhibitors, professionals are invited to display their products and discuss their expertise.

Seven teams will be in the running for this final stage. Over three days, they will be part of the effervescent atmosphere surrounding the Louis Lesaffre Cup, contributing their enthusiasm to this unmissable competition. Each team competes in three categories: bread, Viennese pastry and artistic piece.

ABOUT THE LOUIS LESAFFRE CUP

The Louis Lesaffre Cup, a baking competition first held in 2003, very quickly won acclaim. With 6,000 bakers taking part in the second edition all over the world, it has become the benchmark competition in the bakery world. Through this competition, Lesaffre has amply demonstrated its commitment to the profession.

TABLE OF COUNTRIES AND COMPETITION DAYS FOR THE ASIA PACIFIC ZONE

Thursday 26th May	Friday 27th May
Indonesia	Australia
Japan	China
Philippines	South Korea
Vietnam	-

At the end of this competition cycle, two countries from the Asia Pacific zone will win a chance to compete in the prestigious Coupe du Monde de la Boulangerie (Bakery World Cup), alongside the teams already selected: USA and Peru (American zone); Netherlands, Sweden and Poland (European zone); Senegal (Africa Mediterranean zone); together with France, Taiwan and Italy, which were preselected. One team will also be chosen as a "challenger" team from the Asia Pacific selection round.

The winners will be announced at the results announcement ceremony.

Results announcement
Saturday 28th May 2011 at 11H00
Louis Lesaffre Cup Asia Pacific area
Guangzhou International Conference
and Exhibition - Hall 4.2 – Stand To826



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