



# STORCI, A TRIP ALL THE WAY AROUND THE WORLD BETWEEN TRADE FAIRS AND THE WEBSITE

**A**ttendance at trade fairs is the best opportunity to engage in direct relations with customers and outside consultants; given the major importance it places on personal contact, Storci has created a special sector, highlighting the aspect of service and human relations.

For this reason, we will soon launch into a very busy fair season 2014/15. The first event on the calendar is Agropromash, which will be held in Moscow (6-8 October), where we will be able to present the complete line of technologies for the production of dried and fresh pasta, ready-to-serve foods and couscous. Also in October (28-31) Storci will be a featured player at home with Cibus Tec. The 2014 edition will be particularly interesting thanks to the strategic agreement between Cibus Tec, Food Pack and Anuga Food Tec which has given birth to an international network in support of the activities in the food sector, a concerted response to the needs of a company such as Storci, to allow it to coordinate its international trade fair calendar. It will be present here under the brand of the Storci-BS company network and it will have an attractive stand ready to welcome visitors interested in the world of pasta, couscous and ready-to-serve foods. Parma and its area will provide the opportunity for a full-immersion experience of the world of pasta-making, and for this reason, during the trade fair, Storci will open its doors to all those interested in visiting its plant in Collecchio to get a closer, hands-on look at its technological design approach and production.

This will be followed by the renowned Gulfood Manufacturing event in partnership with Fava, in Dubai on 9-11 November 2014.

Created by the Dubai World Trade Centre as a spin-off of the famous Gulfood, this fair promises to become the main reference event in the Middle East in the food technology sector. One that is not-to-be-missed and for which very high attendance is expected. Co-participation with its partner, Fava, will provide Storci with tremendous visibility and their stand will be located in the Italian Pavilion, Hall 1, stand E1-34.

With the new year, Storci will take part in CFIA in Rennes (10-12 March), a trade fair with major impact, attracting visitors from throughout France and surrounding countries. Proof of this is the major attendance and long waiting list to take part in the event. In the same month, on 24-27 March, Storci will be in Cologne for Anuga FoodTec, the main preparatory event to Ipack-Ima, and an opportunity for a dress rehearsal before the main event at Ipack-Ima/Expo 2015. Anuga FoodTec is one of the most important events in the world for food technologies. It is a prestigious opportunity for all those who wish to invest in know-how, contacts and innovation. This means that Storci will also be present in Germany, representing the Storci-BS company



network. As in the past, Storci will wrap up its trade fair calendar by taking part, along with Fava, as one of the leaders at Ipack-Ima, on 19-23 May 2015, an event that is part of the EXPO umbrella of events which, more than ever, is in line with the theme of this international exposition: "Nutrire il Pianeta" – "Feeding the Planet". In addition, Storci, invites users to meet one another on its highly informative website. Storci has always devoted the maximum attention to communicating innovations, corporate news, and key markets in many ways: the website [www.storci.com](http://www.storci.com) is the platform for dynamic institutional information, with all the latest news about technologies, products and company-related communications and activities. In addition to Italian, English and French, a fourth language has recently been added—Russian—to meet the needs of our customers who use the Cyrillic alphabet, thanks to the [www.storci.com.ru](http://www.storci.com.ru) domain.

With the language used online, it is possible to have rapid, constant and detailed updates. In the specialized press, over the years Storci has created a concrete message based on technology and products, through the company's experience and customers' word-of-mouth. The result is a coherent press campaign which is a pure testimonial written in the real words of satisfied customers.

**Storci**  
PASTA MACHINERY

we know pasta

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