

# *Tradition 4.0*

*Janez Bojc, AIBI President 2019 - 2021  
36th AIBI Congress 2019  
Manchester 30th May, 2019*





*EUROPE,  
THE TREASURY OF THE BREAD*



*AIBI,  
THE GUARDIAN OF THE DIVERSITY*







# *1. CREDIBLE PARTNER*



## 2. *SOLID FOUNDATIONS*



## *3. UNIQUE NETWORK*



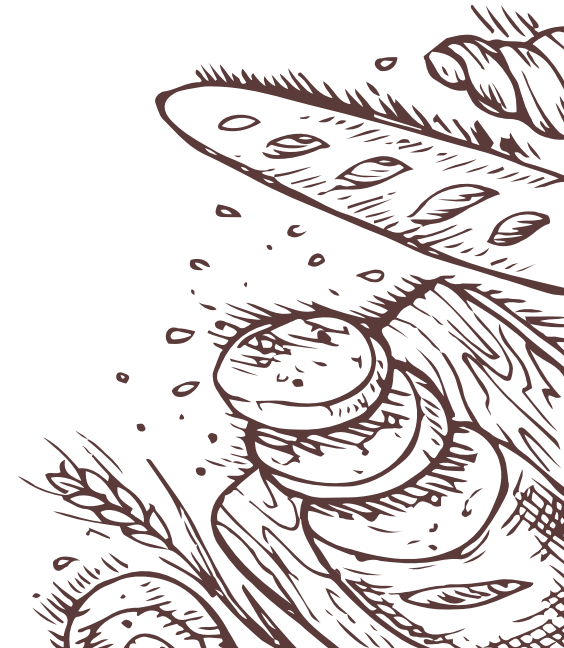




# *1. EVOLUTION OF THE FOUNDATIONS*



- *Follow legislation and market/consumer trends*
- *Lobbying on EU level for bakery sector interests*
- *Supporting ABI technical committee by contributing knowledge and experts*
- *Strengthen the networking between the members*
- *Increasing representativeness by acquiring new members*  
*(Poland, Switzerland, Ireland, Serbia, Croatia, Turkey, Norway...)*





## *2. CENTER OF CULTURAL AND EXCELLENCE EXCHANGE*





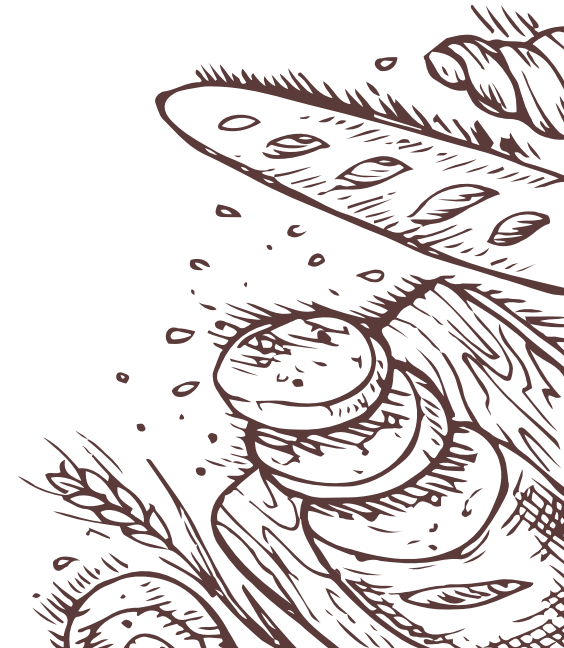
- *Bread promotion*
  - *Bread initiative*
  - *Promotion of bread variety and tastes on EU level*
  - *Raising awareness of the richness in the field of bread in Europe*
- *Partnership between stakeholders*
  - *EU stakeholders (EC, FEDIMA, AMFEP, CEBM, COFELAC, EFM...)*
  - *International bakery associations (ABA, ABIP, BAC...)*
- *Exchange of good practices and trends between members*
- *Development of AIBI quality scheme*



## *3. BAKERY IN THE 21TH CENTURY*



- *Following trends*
  - *Consumer trends*
  - *Responsibility*
  - *Digitalization*
- *Sharing information*
- *Encouraging for digitalization*





Gospodarska  
zbornica  
Slovenije 

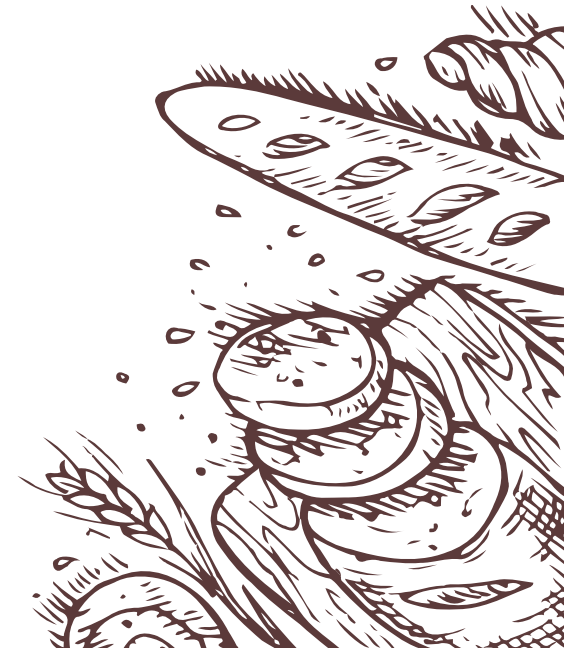
Zbornica kmetijskih  
in živilskih podjetij

# *TRADITION 4.0*





*By using our knowledge,  
expertize and modern  
approaches we preserve  
bakery heritage for the  
future generations.*





*37th AIBI CONGRESS in BLED  
27th - 30th May 2021*





*Welcome to Slovenia*  
*Welcome to my home*