

出國報告（出國類別：考察）

Visiting Report of 2014 EuroPain &
Intersuc: World Bakery, Pastry, Ice-Cream,
Chocolate, and Confectionery Trade Show

2014 年 國際烘焙、西點、冰淇淋、巧
克力、糖果展參訪心得報告

服務機關：高雄餐旅大學烘焙管理系

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派赴國家：法國

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摘要

歐洲國際烘焙食品暨競賽會展(簡稱歐洲烘焙展，EUROPAIN and INTERSUC)是每兩年在法國巴黎舉辦的重要烘焙產業會展，全世界重要的烘焙食品廠商及教育機構皆會參與這次的展覽，展覽的內容包括工業化烘焙產業、傳統烘焙坊、西式點心、冰淇淋工業、糖果及巧克力工業、烘焙業訓練輔導、及烘焙專業人員交流等七大內容，張明旭博士因受邀率領台灣烘焙師傅在此會展的世界麵包大使協會(Ambassadeurs du Pain) 攤位展演台灣國家特色麵包，因此也藉這個機會參訪此一會展，這一次參訪的三個主要目的為:1)參訪會展，拜訪世界烘焙從業人員，尋求未來合作機會; 2)參加麵包大師競賽，提供台灣參賽者必要之協助，並吸取辦理烘焙競賽之經驗; 3)參訪巴黎著名烘焙坊，進行市場研究。除順利展演台灣特色麵包外，亦完全實踐三項參訪目的。

壹、目的

歐洲國際烘焙食品暨競賽會展(簡稱歐洲烘焙展，EUROPAIN and INTERSUC) 歐洲國際烘焙食品暨競賽會展(簡稱歐洲烘焙展，EUROPAIN and INTERSUC)是每兩年在法國巴黎舉辦的重要烘焙產業會展，全世界重要的烘焙食品廠商及教育機構皆會參與這次的展覽，展覽的內容包括工業化烘焙產業、傳統烘焙坊、西式點心、冰淇淋工業、糖果及巧克力工業、烘焙業訓練輔導、及烘焙專業人員交流等七大內容。這一個會展提供參與者一個實務交流的平台，參與者可以藉由參與這個會展：建立新的同業聯絡網絡、與來自全球各地的同業會面、發現新的科技、原物料及機具設備，以及可以面對面學到一些新的技巧跟觀念，因為很多的實務展演會在會場中舉行。

除了一般的會展外，有三項重要的烘焙廚藝競賽亦同時在 2014 年的歐洲國際烘焙食品暨競賽會展場地中舉辦，包括世界麵包大師賽、世界糖工藝競賽、及法國廚藝學院杯競賽。台灣麵包師傅林坤緯(甜麵包組)及黃威勳(藝術麵包組)分別繼吳寶春師傅後或邀參與麵包大師賽。

參訪者張明旭博士為國立高雄餐旅大學研發處研發長暨烘焙管理系副教授，此次因受法國世界麵包大使協會邀請率領 2013 年獲世界麵包大賽總成績亞軍之王鵬傑師傅(畢業校友)及助手王子健(大三學生)於會場中麵包大使之攤位展演台灣國家特色麵包(僅前三名獲邀參加)，因此亦藉此機會參訪了此一會展，而參訪此一會展的主要目的有三：

- 一、參訪會展，拜訪世界烘焙從業人員，分享經驗與相互交流，尋求未來合作機會
- 二、參加麵包大師競賽，提供台灣參賽者必要之協助，並吸取辦理烘焙競賽之經驗
- 三、參訪巴黎著名烘焙坊，進行市場研究

BACKGROUND AND MOTIVATION

The exhibition of International Bakery, Pastry, Ice-Cream, Chocolate, and Confectionery was held by EUROPAIN and INTERSUC every two year at Paris, France. It is the only baking food trade show that covers the following 7 sectors: Industrial Bakery, Traditional Bakery, Patisserie, Ice Cream, Confectionery and Chocolate-making, Training and Shop fittings, with an aim of serving the profession as a whole. The show offers visitors a unique opportunity to combine practical with pleasure: Establishing new contacts, Meeting colleagues from all over France and, for the more adventurous, from all over the world, discovering new equipment, as well as products and raw materials which can be used to gradually renew their range and maintain customer interest, Learning something new ... since demonstrations are available throughout the show and not just in the famous *Rue des Ecoles* for all those who constantly strive to update their working methods and hone their skills.

This year (2014), the show was also covering the following competition events: Bakery Masters Competition, International Confectionery Competition, and The French School Cup. Taiwan baking Chef, Mr. Kun Wei, LIN and Mr. Wei Hsun, HUANG were also participating Bakery Masters Competition at category bread and artistic piece, respectively.

As a Dean of R&D office and a professor of Department of Baking Technology and Management at Taiwan higher vocational education college, I believe that I have responsibility to participate this exhibition because it is a good place having contact with the global baking society either seeking the cooperative opportunity or share the ideas and opinions with the members of society. Based on the above motivation, the purposes of this visiting trip were:

- 1. Participating the exhibition, seeking the further cooperative opportunities and sharing the**

ideas with global baking society.

2. Joining the Baker Master Competition, earning experience, cheering up Taiwan candidates and providing any professional assistances to help them win the title.

3. Visiting the bakeries in Paris for market research.

Beside above purpose, the reporter, Dr. Ming Hsu Chang and Chef Peng Chieh, Wang, was invited to have a country bread demonstration at the stand of Ambassadeurs du Pain within the show period since they won the second place at 2013 world Bread competition.

貳、過程

為達成上述參訪之目的即配合飛機航班安排，參訪者張明旭博士於2014年3月8日清晨抵達巴黎(隨即到會場)，2014年3月13日搭機返國。停留巴黎期間，除3月10日安排至巴黎市區參訪烘焙坊外，其餘時間皆停留於會場，並於3月11日率領兩外師傅展演台灣國家特色麵包。表一是整個參訪的行程概要表。

表一、參訪行程表

日期	行程活動
3月8日	1. 抵達 (Arrival) 2. 參觀展覽 (Visiting the exhibition) 3. 台灣麵包師傅林坤緯參加甜麵包組麵包大師賽 (Watch the Baker Master Competition (Bread category, presented by Taiwan Chef, LIN Kun Wei) 4. 參觀國際糖工藝競賽 (Watch the International Confectionery Competition),
3月9日	1. 參觀展覽 (Visiting the exhibition)

	2. 跟麵包大使協會報到 (Report to the Ambassadeurs du Pain)
3月10日	市場調查與研究 (Visiting Paris for Market Research)
3月11日	1. 國家特色麵包展演 (Country Bread Demonstration) 2. 台灣麵包師傅黃威勳參加藝術麵包組麵包大師賽 Watch the Baker Master Competition (Artistic Piece category, presented by Taiwan Chef, Huang Wei Hsun)
3月12日	參加麵包大師賽閉幕典禮 (Attend the close ceremony of Baker Master Competition)
3月13日	搭機返國 (Departure)

PROCESS

In order to achieve the objectives of this visiting that were mentioned in the above and compromise the flight schedule, the reporter, Dr. Ming Hsu Chang, arrived Paris at 8th March and departure at 13th March. The market research activity was scheduled at 10th March and Dr. Chang stay in the show for the rest of time. Table 1 showed the brief activities arrangement of this visiting.

Table 1. The Visiting Schedule

Date	Activities
March, 8	5. Arrival 6. Visiting the exhibition 7. Watch the Baker Master Competition (Bread category, presented by Taiwan Chef, LIN Kun Wei)

	8. Watch the International Confectionery Competition,
March, 9	3. Visiting the exhibition 4. Report to the Ambassadeurs du Pain
March, 10	Visiting Paris for Market Research
March, 11	3. Country Bread Demonstration 4. Watch the Baker Master Competition (Artistic Piece category, presented by Taiwan Chef, Huang Wei Hsun)
March, 12	Attend the close ceremony of Baker Master Competition
March, 13	Departure

參、心得

此次參訪的結果與心得，簡要的描述如下：

一、 參訪會展

2014年的歐洲國際烘焙食品暨競賽會展又超越了以往，規模更加擴大，根據統計資料，總共有來自29個國家804個品牌業者參與此次的展覽，其中有34%來自非歐洲地區的区域或國家。76,950烘焙產業專業人士參與了這次的展覽，其中有30%來自非歐洲地區的区域或國家。在這次的展覽會場中總共舉辦了2,480場的各式烘焙工藝展演。這些成果都顯示了這是一個國際性的烘焙工業展覽，而世界烘焙食品工業在各項工業中亦佔有一定的經濟規模，台灣烘焙產業界或技職學術界應積極參與此一類活動，增加新知及強化國際交流。參訪者張明旭博士共花了三天辦的時間待在會場中，幾乎拜訪了所有的參展攤位，這其中也吸收了很多的心得，其中最重要的兩項收穫是：1)創新的原物料科技，在這個展覽中，幾乎世界上主要的烘焙工業大廠都會

在這裡展示他們最新的各項烘焙科技，其中包括原物料科技，令參訪者特別感到興趣的是 Lesaffre 公司 (燕子牌酵母公司)，該公司不但是麵包大師賽的主要贊助者，也是世界重要的烘焙原物料大廠，這次參訪的過程中，參訪者張明旭博士特別帶領兩位師傅研究了燕子牌酵母公司所研發的抗冷凍酵母及有機麵粉，抗冷凍酵母的發展對於冷凍麵糰及Par-Bake部分烤焙科技有極大之關聯性，好的抗冷凍酵母，將有助於改善前兩響烘焙科技的生產流程，經實地測試與觀察後，發現該酵母可適用於實務產品的製作，此將有助於增加生產流程的彈性。而有機麵粉的運用幾乎是世界烘焙工業(尤其是歐洲地區)未來的重點發展趨勢，過去幾年，有機麵粉會因為麵筋型成蛋白質含量較低，不利麵包製品的製作，但近年的改良，以使得有機麵粉的成分有很大的改變，所製作出來的產品亦能滿足市場需要，將會成為未來之趨勢；2)建立與全球同業之聯絡網，在這一次的會展中，除了產業界外，許多歐洲地區之名之廚藝學院亦參與其中，例如與本校有姊妹校關係之法國藍帶廚藝學院，這些學院的參與除了招生外，亦希望在全球化及將來臨前與世界同業建立夥伴關係，參訪者亦以學校研發長之身分拜訪了各個夥伴學校，建立聯絡的網絡，為未來合作開闢機會。

二、 參加世界麵包大師賽

世界麵包大師賽是由 Lesaffre 公司主要贊助舉辦，是一個現場製作的競賽，總共分3大類競賽:傳統麵包、甜麵包、及藝術麵包，每一類別分別有8位來自各個國家的選手參與競賽，這24位選手有12位是來自2012年 Lesaffre 盃世界麵包大賽各類的前12名選手及另外12位是來自各區域的前12名選手(外卡)，台灣師傅林坤緯在甜麵包組以台灣水果為主題及黃威勳在藝術麵包組以禪樂為主題參與競賽，很可惜在各組僅取一名冠軍的情形下，兩位師傅接未能繼上屆吳寶春師傅後再次奪牌。會後，參

訪者私下與數位評審交流，多位評審皆肯定兩位師傅的表現，而未能獲獎的主要原因為作品過於在地化及兩位師傅無法直接以外與對外闡述其理念(皆需透過翻譯)，林師傅的鹹豬肉三明治口味未能獲評審的青睞，而黃師傅的禪樂藝術麵包作品更有多位評審無法理解其意涵(主題為音樂)，未能獲獎，殊為可惜，但此次經驗講可做為參訪者未來訓練學生或烘焙師傅參與國際競賽之參考。除此，參訪者亦詳細觀察記錄了競賽辦理過程，做為未來辦理國際廚藝競賽之參考，2014年11月，參訪者將辦理2015年 Mondial du Pain 第五屆世界麵包大賽台灣區選拔賽，此次參訪經驗，將做為辦理該競賽之重要參考。

三、 市場調查

3月10日，參訪者參訪了巴黎地區重要的烘焙坊，例如: Paul, Poilâne, Maison (Eric) Kayser (亞洲區代理者為日本籍木村州一郎，為參訪者知朋友)。藉由參訪這些烘焙名店的過程，參訪者研究了其產品、售價、通路規劃及銷售方式。烘焙工業在法國是重要的工業之一，許多烘焙工藝師在通過國家考驗後，將獲頒 Meilleurs Ouvriers de France (MOF，法國工藝大師)的榮譽，烘焙工藝師在法國社會中具有崇高地位，而烘焙產品在法國人的心目中亦是重要之民生用品，產品的售價幾乎為台灣同一類型之產品3倍以上，台灣烘焙原物料幾乎皆為進口原物料，近年來原物料價格飛漲，但台灣烘焙產品售價卻無法隨之上漲，對烘焙業之經營以形成重大課題，整體烘焙業及教育機構實應思考如何提高產品附加價值，例如工藝價值，進而提升售價，降低原物料成本佔據整體成本過高之比例，才能有助於整體產業永續發展。相關參訪的心得，參訪者將轉換為課程教材或案例於授課過程中分享於學員。

ACHIEVEMENTS

In the final, several results were achieved for this visiting and these results were explained briefly in the below.

1. Participating the exhibition

2014 was another great edition of EUROPAIN and INSTERSUC. The statistical data showed that there are 804 Exhibitors and Brands from 29 countries, including 34% of international exhibitors on Europain & Intersu. 76,950 professionals, 30% of international visitors from 138 countries, and 2,480 demonstration over the 5 days of the show. The reporter, Dr. Chang, spent three and half days in the show and visited all related exhibitors in the show. Many interesting ideas were found in the show especially in the following two issues: 1). Ingredients Innovation, many global baking ingredients companies focus on studying baking ingredients innovation. Lesaffre Lt., is one of them, it is not only the sponsor for the Baker Master Competition in the show but also demonstrate many of their products such as anti-freezing yeast, sour dough yeast, flours for variety bread and so forth in their booths. The technology that they have been developed is the leading of baking industry and would help in progressing of baking industry. Reporter spent lots of time on those advanced innovation booths and discuss with people of those companies trying to find as many as ideas would help his department growth in the future; 2). Try to establish the global contacts, many baking or culinary schools or institutions such as *LE CORDON BLEU ACADEMIE NATIONALE DE CUISINE INSTITUT NATIONAL DE LA BOULANGERIE PATISSERI* also participated in the show as exhibitors. As an academic organization, the main purpose for them to join a

business-oriented exhibition is try to establish the contacts with whole society. Keep communication with whole society is not only can attract the potential learners but also can make sure their reputation is keep progressing.

2. Participating the Baker Master Competition

The Bakery Masters Competition created an exciting and emotion-charged atmosphere for the show. Three categories of bakers demonstrated their talents, many of them having distinguished themselves in that same domain during the Bakery World Cup in 2012: Bread, Viennoiserie and Artistic Piece. In the final of competition, one Master Baker was selected for each category. In total, 24 individual entrants qualified to participate to this Bakery Masters competition: they were either the top 12 from the Bakery World Cup 2012, the top 6 from the qualifying rounds of the Louis Lesaffre Cup 2012, or 6 (wild cards) directly selected by the steering committee of the Bakery Masters. Taiwanese Chef, Mr. Kun Wei, LIN and Mr. Wei Hsun, HUANG were selected because they were the top 12 from the Bakery World Cup 2012. As the member of Taiwan baking society, reporter has responsibility to provide any assistance to the needs of Mr. LIN and Mr. HUANG by his knowledge and hope will help them to win the title. On the other hands, watching the whole competition would also give the reporter idea how to plan and run the baking competitions at his school well in the future. Reporter also had opportunity to meet and communicate the best bakers or pastry chefs in the world; one of best chefs has been invited by reporter to Taiwan for a seminar at the end of this year. In conclusion, it is worth for reporter to participate the event and many consequence projects would be planned by reporter soon.

3. Visiting the bakeries in Paris for market research

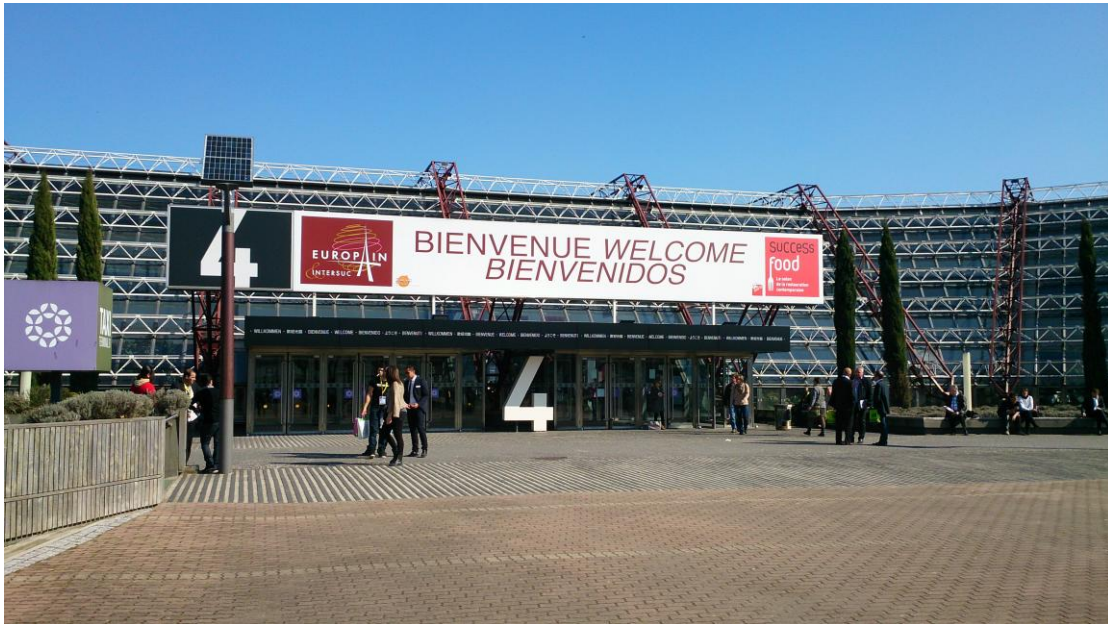
Reporter spent one day visiting the famous bakeries such as Paul, Poilâne, Maison (Eric) Kayser, and so on for market studies. The products, pricing, selling environments, selling techniques, consumers' buying or eating behaviors of those bakeries have been observed and recorded. Those materials would be transformed into the teaching materials for sharing with the students.

四、 建議事項

- 一、 鼓勵同仁參與此一類型會展，過去高等教育學術界所參與的國際活動大多為國際學術研討會，然參與學術研討會對於技職高等教育之老師知獲益實在有限，且恐導引技職教育過度學術化傾斜發展。因此建議本校應可鼓勵同仁參與此一類型會展，學習新的實務技能，並與實務界建立更密切之關係。
- 二、 鼓勵學生或教師參與非亞太地區舉辦的國際廚藝競賽，過去台灣技職教育界往往帶領學生參與亞洲地區所舉辦的廚藝競賽，如香港HOFEX及新加坡FHA，然如能有機會多參與例如在歐洲地區所舉辦之國際廚藝技能競賽，將有助於學生及學校與國際接軌，且與更高技術從業人員接軌，有助加速學生國際化能力。

附錄 (APPENDIX: VISITING PICTURES)

I. The Exhibition



Picture. 1 The Entrance of Show





Picture 2. The Competition: Masters De La Boulangeries



Picture 3. The Competition: 2014 Mondial Des Arts Sucrés



Picture 4. The Competition: Coupe De France Des Ecoles

B. Innovation Products



Picture 5. Breads made with Organic Flour

C. Demonstration



Picture 6. Taiwan Chefs made a demonstration at Exhibition

D. Market Study



Picture 7. Paul in Paris, France



Picture 8. Machine Made Perfect Croissants from Paul



Picture 9. Eric Kayser (a famous bakery in the Paris)



Picture 10. Variety Products in Eric Kayser



Picture 11 Products and Price in Eric Kayser (Pâtisseries Products, another shop)



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Les Herbiers, le vendredi 7 février 2014

Dear Mr. CHANG, WANG, and WANG

EUROPAIN is coming soon (from March 8th to March 12th 2014) and the Ambassadors are invited to present the Association on the Agrano stand. In further reference to your latest participation at the 4th World of Bread contest in Saint-Etienne, we think it is important to show the winning teams. We would like to invite you to show your talent on the Agrano Stand during one day in **EUROPAIN**. You will be asked to work with the Agrano Yeast and to show in real time to the public two of your specialties you presented at the contest in last September. We appreciate you are kindly accept this invitation in our previous e-mail discussion; we are looking forward to welcoming you at the conference.

Dominique PLANCHOT
Président des Ambassadeurs du Pain

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