

## Fedima announces collaboration with Media Energy Limited for inaugural *"European Baking Ingredients Market Report 2021"*

12<sup>th</sup> January 2021

Fedima is excited to announce the collaboration with Media Energy Limited on their [Baking Europe](#) publication, the inaugural *European Baking Ingredients Market Report 2021*.

The report is scheduled for publication in both printed and digital form in September 2021, in time for Fedima's General Assembly. It will be a high-status, sustainably produced report reflecting Fedima's role as the voice of Europe's bakery, confectionery, and patisserie ingredients manufacturers and suppliers.

A Media Energy spokesperson said: "It is seven years since we created our Baking Europe quarterly journal, we feel privileged to begin an exciting new publishing collaboration with Fedima. Together we are creating The European Baking Ingredients Market Report 2021. Our co-operation will create a new paradigm in high-level communications within this sector, we feel proud to have it in our portfolio."

The Baking Europe quarterly magazine is now in its 7th year, having built up a loyal readership amongst bakery professionals across the EU and the world. This sustainable position document aims to manifest Fedima's strategic vision in a lasting physical sense. The publication will comprise two volumes, focussing on both high level market insights as well as technical and scientific issues, and will also be produced digitally for online circulation.

We aim for this document to be a valuable reference point for our industry, and look forward to this collaboration. We encourage our members and industry partners to reach out should they wish to contribute to the publication.

Dirk Van Ham, Secretary General of Fedima: "We are delighted to be collaborating on this publication, as it will give us the opportunity to share our strategic vision as the voice of Europe's bakery, confectionery, and patisserie ingredients manufacturers and suppliers. This is a great opportunity for Fedima and other industry players to share knowledge and expertise with regulators, industry observers, and other stakeholders. Moreover, the sustainable production of this market report perfectly aligns with our values and our work in our Sustainability Committee. We are excited for this collaboration to be published just in time for our General Assembly in September 2021."