



PRESS RELEASE

AIBI AWARD GIVEN TO HELMUT MARTELL

Brussels/Paris 29 February 2016



Brussels/ Paris, 29 February 2016.

Helmut Martell, the former managing director of the German Large Bakery Association - VGB was given the inaugural AIBI Award. This Award was designed to commemorate the inauguration of the "International Association of Large Bakers - AIBI" which took place in Paris 60 years ago, in 1956. The office of AIBI had invited its members and chain partners to an anniversary celebration to Paris.

The "AIBI Award" is a newly created price of European bakers. It is awarded to personalities of the international baking industry, who have made outstanding contributions to bread and bakeries. The AIBI award was presented by the President of AIBI, Monsieur Jean-Manuel Leveque (FR), in the presence of the two vice-presidents Joseph Street (UK) and Janez Bojc (SLO).

They highlighted in particular the professional lifetime merits of Helmut Martell to the national and European bakery sector in the course of his role and function for AIBI and the German bakery federation. In his acceptance and laudatory speech Martell emphasized the importance of associations and their successful advocacy role referring to present and past key achievements

About AIBI

AIBI (Association Internationale de la Boulangerie Industrielle) is the major European association of plant bakeries. AIBI is formed of 15 national plant bakeries associations from Europe and beyond and represents more than 2200 plant bakeries. It represents the interests of its member vis-à-vis the European institutions in Brussels.

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