



Elpe, people who handle *Terra Madre Salone del Gusto*

The Turin-based provider shall be a protagonist of *Terra Madre Salone del Gusto* in a double role of *Official Partner* and provider of logistic and stewardship services

A significant structured growth in both figures and substance, a valorization of its people – through facts rather than through words, in the typical Turin's style – and the rare ability to adapt to the changing conditions of the many industries it works for. This is the **Elpe** Group, established in Turin in 1994 and today rooted throughout the national territory, **able to set the resources at the core of its own entrepreneurial project**, which has always been developed on two pathways: the world of logistics and service and the one of contracting.

Elpe Global Logistic Services shall be involved *Terra Madre Salone del Gusto 2016*, from September 22nd through 26th, in a double function of *Official Partner* and provider of logistics and stewardship services. A 360° collaboration whose grounds are in the will to support an excellence of Piedmont that made itself known throughout the world, and therefore very close to Elpe by tradition, philosophy and ambition and – on the other hand – the wish to **take up and win the challenge of organizing and managing the logistics of an event which – for the first time – shall have no wall**, and stretch in the open air to the most suggestive scenarios of Turin: from *Parco del Valentino* through the *Murazzi* until the «parlor» of *Piazza Castello*.

The quality and care in developing the products *Terra Madre Salone del Gusto* have been valorizing for many years are the same Elpe is dedicating resources and energy to, in pursuing continuous improvement, **taking the skills of every single resource as the most significant competitive advantage** in an industry where – today - laws and decrees seem to matter more than people.

Giuseppe Gibin, chairperson and founder of Elpe, states that the partnership with *Terra Madre Salone del Gusto* is the natural consequence of the vision the Turin-based Group has embraced since its very birth: «We are certainly proud of having successfully overcome the unavoidable difficulties the life of an enterprises is to face and – after more than twenty years – we have consolidated our credibility and reliability on the market. We are also proud of our loyalty to the principles that have always guided us: seriousness, fair behavior, respect for both our collaborators and our customers and – last not least – a strong sense of belonging to the territory we were born in. *Terra Madre Salone del Gusto* exports the world over an indispensable **culture of food and environment**, for this generation as well as for the ones to come. Elpe could not but be at its side in the twentieth anniversary of a consistently renewing surprising event, just like our company ».

«The collaboration with a reality rooted in the territory such as Elpe confers significant added value to the 2016 edition of TMSDG. **Our exhibitors will resort to avant-garde logistic systems**, to tackle and resolve the many challenges set by the new formula of the event. The collaboration that started this with Elpe, may continue in the future and involve also other sectors and projects Slow Food cares for », **Roberto Burdese**, Managing Director of **Slow Food Promozione**.



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The services

In devising the guidelines of the services planned for *Terra Madre Salone del Gusto*, Elpe have focused on **two main objectives**, namely: providing the more than 800 exhibitors with dynamic fast services, thus minimizing the waiting time and facilitating the **incredible experience** the thousands of Italian and foreign visitors will witness in Turin, making available the best practices that consolidated in over 20 years of management of high Added Value logistic processes.

As related to the **Logistic service**, Elpe shall manage a 12,000 sq.m-warehouse located within Parco del Valentino, and – therefore – receive and store the goods belonging to the over 800 exhibitors. Such goods shall have to be delivered to the relevant booths throughout the event. 1600 pallets are estimated to be handled, and every delivery throughout the happening shall be performed by environment-friendly (zero impact) means. The day and night **security and stewardship** service shall look after the large surface urban place where the event shall be held, supporting both the exhibitors and the public and sending – H24 in real time – any communications required through Elpe's control room.

Elpe house

Within **Casa Elpe** – the operational heart of the event, located in Parco Valentino – the visitors shall have the opportunity to familiarize with the history of the company and to be informed of our services through **workshops and seminars**, where Elpe and other protagonists of the value chain shall elucidate the strategies and opportunities of food logistics. The over 200 sq. of exhibition shall be divided into four areas: **our history, our people, our activities and our opportunities**. The leader of this last space shall be **Elpe HR** (Employment Agency active since 2001). Throughout the five days of the event, Elpe HR shall make their professionals of the world of labor available to the collectivity, to offer **advice on how to draft a resume and hold a job interview**, with real-time simulations and video shootings to provide the candidate with tailor-made – and therefore effective – advice.

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