

# Cake Design

CARTHAGE INTERNATIONAL COMPETITION

## TASTE THE ART, SEE THE DESIGN.

09-11 JULY 2025 | KRAM EXPO CENTER TUNISIA

**THEME:**  
TUNISIA AND ITALY ART, CULTURE, AND TRADITIONS



**IFSA**  
INTERNATIONAL  
FOOD SHOW AFRICA

Under the patronage of



Republic of Tunisia  
Ministry of Trade  
and Export Development



Republic of Tunisia  
Ministry of Industry, Mines  
and Energy

In collaboration with



## IMPORTANT DATES

**Competition registration:** Until June 2025 ,1

**Submission of works:**

July 9 from 07:00 AM to 10:00 AM

**Collection of works:**

July 11 from 06:00 PM to 07:00 PM

**Award Ceremony:**

July 11 at 11:00 AM (subject to possible modifications by the organization)



Cake design competition organized by IFSA Africa  
in collaboration with *Katia Malizia*, president of FIEEA

## UNVEIL YOUR CAKE MASTERPIECE THREE-DAY PROGRAM

Live Cake Design Demonstrations, presented in rotation by participants  
Teams of 2 to 3 participants will create cakes live under the theme "Chef's Life"



**KATIA MALIZIA**

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**FARES GHEZAL**

[fghezal@ifsafrica.com](mailto:fghezal@ifsafrica.com)

Interspersed with the high-stakes competition, attendees will be treated to captivating live cake design demonstrations, presented in rotation by the participating teams. This dynamic format allows for both intense competition and invaluable knowledge sharing, as each team showcases their unique techniques and artistic vision. Under the "Chef's Life" theme, expect to see cakes that tell stories of passion, dedication, and the vibrant culinary world, from the early morning hustle to the late-night triumphs.



# RULES & REGULATIONS

## 1. PARTICIPATION CONDITIONS

The competition is open to all adults, both amateurs and professionals in Cake Design, with a minimum experience required.

Registration is done via the IFSA Africa website in the Cake Design 2025 Competition section.

A photo wearing a white Chef's jacket (frontal view, white background, high resolution) must be sent via email to: [katia.malizia@ifsafrica.com](mailto:katia.malizia@ifsafrica.com)

A confirmation of acceptance will be sent after review.

## 2. PRESENTATION OF WORKS

Participants must bring their completed piece and will have one hour to set up.

A neutral covered table will be provided, identical for all participants.

## 3. MANDATORY ATTIRE

White Chef's Jacket

Black Trousers

Black Sports Shoes

## 4. EXCLUSIVITY OF THE WORK

The piece must be entirely original and never presented in other competitions or events.

In case of non-compliance, the participant will be disqualified, even after the competition.

## 5. INSTALLATION AND DISPLAY

On the event day, each competitor will be assigned an exhibition space and an identification number.

## 6. THEME AND CREATIVE FORMAT

The design must be a dummy cake (non-edible piece) based on the theme:

"Tunisia and Italy – Art, Culture, and Traditions"

Shape and colors are free, with a minimum of three tiers.

## 7. DIMENSIONS

Minimum height: 60 cm

Maximum height: No limit

Base size: Between 40 cm and 100 cm

## 8. COMPOSITION OF THE WORK

The work must be fully prepared before arrival, with only final touches allowed on-site.

Participants must bring their own tools and materials (fondant, utensils, etc.).

## 9. PERMITTED MATERIALS

Only certain non-edible elements are allowed:

- Internal polystyrene dummy cakes
- Satin ribbon for cake board edges
- Floral wires
- Internal wooden dowels

Edible pearl and glitter colors are permitted.

## 10. TECHNICAL REQUIREMENTS

Flower insertion cones are mandatory.

## 11. PROHIBITED MATERIALS

The use of any artificial decorations is strictly forbidden, including:

- Feathers
- Rhinestones
- Synthetic decorations

## 12. WORK PRESENTATION

Each participant must provide two anonymous brochures containing:

- A detailed project description
- Techniques and materials used

# 7891

## TRADE VISITORS

*From 28 Countries*

Algeria  
Belgium  
Benin  
Burkina  
Faso  
DRC  
Egypt  
Germany  
Ghana  
Greece

Iraq  
Italy  
Jordan  
Kenya  
Lebanon  
Libya  
Mauritania  
Morocco  
Namibia  
Nigeria

Oman  
Russia  
Saudi  
Arabia  
Senegal  
Tunisia  
Turkey  
UK  
USA  
Uzbekistan

Cake  
Design

CARTHAGE INTERNATIONAL COMPETITION



## Judging and Evaluation Criteria

The jury, composed of professionals, will evaluate the works based on the following criteria:

- Artistic Complexity and Techniques Used – %50
- Respect of the Theme – %15
- Proportions, Colors, and Cleanliness – %15
- Innovation and Creativity – %20

## Awards and Recognitions

Prizes will be awarded based on the following score system:

100 pts	1st Prize: Trophy – Medal – Ribbon – Honorary Diploma with title
99-96 pts	2nd Prize: Trophy – Medal – Ribbon – Honorary Diploma with title
95-92 pts	3rd Prize: Trophy – Medal – Ribbon – Honorary Diploma with title
91-80 pts	Gold Medal, Ribbon, and Certificate of Merit
79-70 pts	Silver Medal, Ribbon, and Certificate of Merit
69-60 pts	Bronze Medal, Ribbon, and Certificate of Merit

Below 59 pts Participation Certificate Only

### Participation Fee:

350 TND for Tunisian participants – 100 EUR for all other nationalities

The Award Ceremony will be held  
on July 2025 ,11, at 11:00 AM  
(subject to modifications).





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KRAM EXPO CENTER TUNISIA

## REGISTRATION FORM

Full Name: .....

Pastry Shop Name (if applicable): .....

Adresse .....

ZIP Code       City .....

Country .....

Phone .....

E-mail .....

Facebook .....

Instagram .....

### Select Category

- Amateur
- Professional
- Pastry Shop Owner
- Consent for Personal Data and Image Processing

Participant's Signature

Date

Send before June 2025 ,10, to: [katia.malizia@ifsafrica.com](mailto:katia.malizia@ifsafrica.com)

Phone: +216 20 722 398 - Email: [fghezal@ifsafrica.com](mailto:fghezal@ifsafrica.com) - [mlouati@ifsafrica.com](mailto:mlouati@ifsafrica.com) - [www.ifsafrica.com](http://www.ifsafrica.com) - [www.itncexpo.com](http://www.itncexpo.com)



Organised by  
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