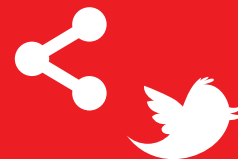




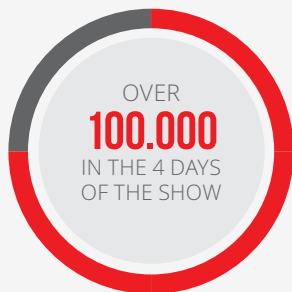
**CIBUS2016**



**FACTS AND FIGURES**



## WEBSITE STATISTICS



65 %

VISIT THE WEBSITE  
FOR THE FIRST TIME

35 %

WEBSITE  
USUAL VISITORS

## ON SOCIAL NETWORKS



**14.000.000**  
IMPRESSIONS

The number of times that contents posted from Cibus profiles and by Twitter users have been clicked on social networks



**6.163**  
POSTS

The number of posts from Cibus profiles and Twitter users on #Cibus2016, #Cibus, #CibusBest

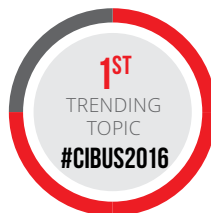


**437.558**  
CLICKS

Number of clicks and interactions registered from the contents posted on Cibus profiles on the social networks



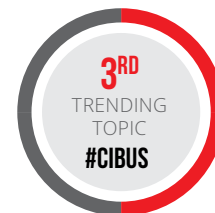
**3** days when Cibus remained in the top trending topics on Twitter in Italy



**MAY 9**

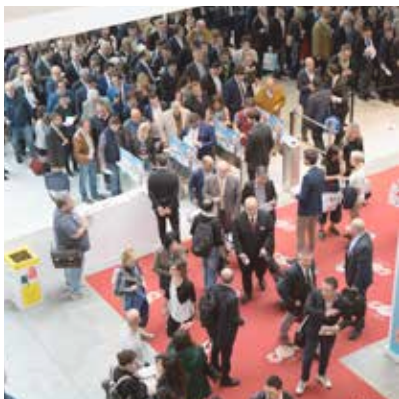


**MAY 10**



**MAY 11**

# CIBUS 2016 VISITORS



**72.000**  
VISITORS



INCLUDING  
**16.000**  
INTERNATIONAL  
PROFESSIONALS



AND  
**2.200**  
TOP BUYERS

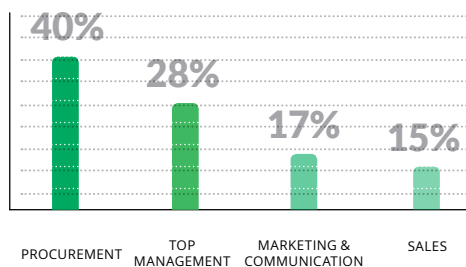
COMPARISON WITH CIBUS 2014

**67.000**  
VISITORS

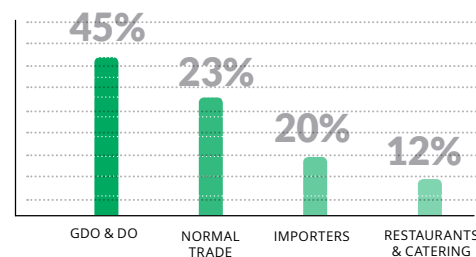
COMPARISON WITH CIBUS 2012

**63.000**  
VISITORS

## VISITORS: BUSINESS FUNCTION



## VISITORS: COMPANY ACTIVITY



IL **70%**

VISITORS PARTICIPATE IN CIBUS TO ACQUIRE  
NEW CONTACTS AND MEET THE BUSINESS  
COMMUNITY

IL **90%**

VISITORS ARE SATISFIED WITH QUALITY AND  
QUANTITY OF THE EXHIBITORS ON SHOW IN  
PARMA

# SPECIAL SECTIONS

AND NEWS



OVER  
**1.000**  
NEW PRODUCTS

Presented by exhibitors at Cibus 2016.

New products are available on website:

[www.cibus.it](http://www.cibus.it)

Created when the Milan Expo 2015 pavilion CibusItalia was rebuilt in Parma, the renovated Hall 7 hosted special sections and novelties.



**GDOWEEK**



## HOSTED BUYERS PROGRAM



Hosted Buyers Program is an opportunity dedicated to international buyers who want to optimize their visit to CIBUS.



**2.200**  
TOP BUYERS



EUROPE

30 %

NORTH AMERICA

25 %

ASEAN

22 %

SOUTH AMERICA

10%

MIDDLE EAST

7 %

REST OF THE WORLD

6%

### SPECIAL PACKAGE FOR TOP BUYERS



ACCESS TO THE  
BUYERS LOUNGE



PLANMYCIBUS



NETWORKING EVENT



TECHNICAL TOURS,  
RETAIL TOURS & ALTRE  
RESERVED ACTIVITIES



ACCOMODATION  
BENEFITS

Most of the business contacts are of good quality. The hosted buyer program is a very good mechanism to facilitate the business opportunities between the countries.

METRO CHINA - China

“ I participated in Cibus for the first time and perceived a strong energy and great enthusiasm: it is the concrete demonstration of the Italian food sector and does respond significantly to the needs of the new customers who enjoy the change in food patterns. I will most certainly come for the next Cibus editions.

ISETAN Mitsukoshi Ltd - Japan

Italian Food is a capital reality for the economy and the development of the country on an international scale. Parma has made a fantastic job of bringing together so many producers.

THE KROGER COMPANY - United States of America

# CIBUS 2016 EXHIBITORS

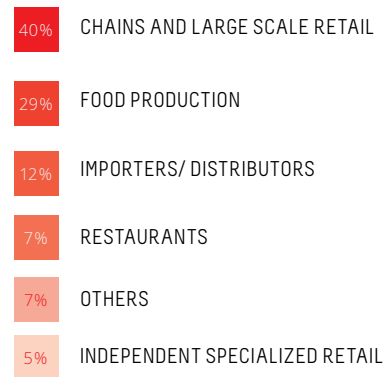
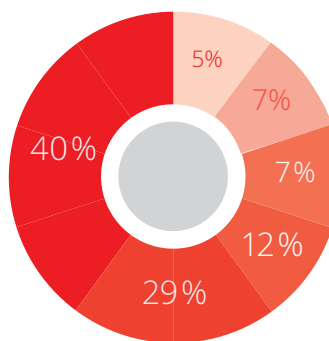


**3.000**  
EXHIBITING COMPANIES



**130.000**  
SQUARE METERS

## COMPANIES' DISTRIBUTION CHANNELS



EXHIBITORS CONFIRM THEIR INTENTION TO PARTICIPATE IN NEXT EDITION



REGARDS CIBUS A KEY EVENT ON NATIONAL AND INTERNATIONAL SCALE

## MAIN POINTS OF STRENGTH ACCORDING TO EXHIBITORS



SAVE THE DATE

# CIBUS CONNECT 2017

conferences • workshops • expo



**12-13 APRIL 2017**

**PARMA, ITALY**

New dates and a new format to boost  
the international development  
of *Made in Italy* Foods

[www.cibusconnect.com](http://www.cibusconnect.com)

SAVE THE DATE



# CIBUS 2018

19<sup>th</sup> INTERNATIONAL FOOD EXHIBITION

**7-10 MAY 2018**

**PARMA, ITALY**

**EXPERIENCE  
THE AUTHENTIC ITALIAN  
FOOD BUSINESS**

[www.cibus.it](http://www.cibus.it)



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official hashtag #cibus

