



Press Release no. 4

THE 19TH EDITION OF CIBUS CLOSED TODAY

Satisfaction among the exhibiting companies that met thousands of foreign and domestic buyers - The entire supply chain was present, from the farming world to Large Retail brands - the future of food and food production investigated in dozens of conferences

(Parma, 10 May 2018) –Meeting all expectations, 3100 food companies participated in the 19th edition of Cibus and presented a great number of new products (over 1300) to about 82,000 visitors. The exhibition drew a very large attendance of foreign operators, who closed many business deals. The entire supply chain was present, from the field to the supermarket, with stands of the associations representing the farming world and many Italian and foreign Large Retail brands. Dozens of conferences and workshops examined issues connected with the future of the agri-food sector, attracting the interest of over 1000 journalists, representing the main Italian newspapers and TV channels. This result was achieved thanks to the dynamic collaboration between Fiere di Parma and Federalimentare, with the support of the Italian trade agency ICE and the active contribution of the Regions.

*“The companies’ satisfaction with this edition of Cibus is tangible and it bodes well - declared **Antonio Cellie, CEO of Fiere di Parma** - because it confirms the enormous potential, fortunately still to be realized, of the Made in Italy food sector. On the one hand, buyers from around the world cannot wait to come back to Parma to replenish and update their assortment, and on the other, our companies are just as eager to present to them their new solutions for providing better and better food products to international consumers.”*

There were also numerous meetings during the fourth and last day of Cibus. Among them, the conference by Alma, International School of Italian Cuisine, entitled “Next Generation Chef: the identity of Italian cuisine in the international scenario.” **Oscar Farinetti, founder of Eataly**, took part in the event and said: *“A new generation of gastronomes is emerging who must be aware that food is born in the land and not in the kitchen. As such it must be studied, transformed, served and talked about. First of all they need to know their terroir, then study the techniques - as natural as possible - of crop cultivation, animal breeding and fishing. Next come the techniques of food preservation and transformation in the kitchen, and finally narration to the end client. All this is infused with the history, tradition and culture of the different Italian geographical areas.”*

Confagricoltura presented “Agronetwork”, the association for agro-industrial projects, made up of different food companies, research centres, and Confagricoltura itself. It is a

platform for the acceleration of innovative processes and the promotion of our outstanding products abroad. Speaking at today's round table on the supply chain of organic durum wheat, the President of Confagricoltura, Massimiliano Giansanti, addressed the issue of boosting the availability of organic durum wheat in Italy, especially through the promotion of ancient grains.

The meeting organized by Oi Pomodoro da Industria del Nord Italia discussed the production of organic tomatoes, reporting that the tomato supply chain has increased controls, even beyond what established by the regulations for organic certification, in order to ensure consumers get a healthy, sustainable, quality organic product.

The topic of Novel Food was discussed with the contribution of prominent scientific figures during the Confconsumatori workshop, which presented research on new foods such as insect-based foods and cultivated meat.

At the closing of the 19th edition of Cibus, Banco Alimentare volunteers collected tonnes of food from the stands to be distributed to local charity organizations.

The next event will be Cibus Connect in April 2019 and the 20th edition of Cibus is scheduled for May 2020.

FOR PRESS INFORMATION:

Cibus Press Office

Fanini Press Office

Tel. +39 339 6668750, or +39 340 7773887

E-mail: fanini1@faniniufficiostampa.com