

## **THE FIRST EDITION OF “CIBUS CONNECT” IN PARMA ENDS WITH GREAT SATISFACTION OF FOOD COMPANIES AND BUYERS**

(Parma, 13 April 2017) – Cibus Connect, the exhibition of the Italian food and beverage industry, has ended today. The new two-day exhibition saw the participation of 400 exhibitors, 1000 foreign buyers and 10,000 operators on the first and second day. The Cibus Connect format, that will take place in odd years, is a combination of exhibition, workshops and business matching. Great attention was attracted by the wide cooking show section in a dedicated area where companies could present their new products.

The new exhibition fully satisfied the exhibiting food companies.

“Cibus Connect has been a positive surprise – declared Gianpiero Calzolari, Chairman of Granarolo – though the results were not guaranteed. Our booth saw a good attendance of buyers, both Italian and foreign, and we presented our frozen products that are mostly intended for exports”.

“The separation of booths and cooking shows is very innovative – said Nicola Levoni, Chairman of Levoni – and enables us to expand our customer communication. Also the pre-built booths are very useful and practical”.

“It is a highly innovative project – added Francesco Mutti, Ceo of Mutti Spa – and the excellent result eliminated any initial doubt, so Fiere di Parma deserves our best compliments. The exhibition is dynamic and it features a perfect match between a two-day event and a rare efficacy in terms of structure costs.

Satisfaction was also expressed by Nicola Bertinelli, President of the Parmigiano Reggiano Cheese Consortium: “It has been an optimum occasion to give visibility to local products and our excellent cheese”.

Cibus Connect also saw the International Forum on “The Positioning of Made in Italy Food in the International Development of Consumption” organised by Fiere di Parma and TEH-Ambrosetti on both days.



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The Forum on the second day was opened by Andrea Olivero, Deputy Minister of Agricultural and Food Policies, who expressed his full appreciation for this new exhibition format and invited everyone to pitch in and give a contribution to strengthen the exports of agri-food products: “The Government, by favouring and simplifying the access to markets and, at the same time, supervising the authenticity of products; entrepreneurs, by building a critical mass and promoting joint growth strategies that leverage the tools of PDOs and PGIs, which are the best example of the high added value that our products get from their essential ties with the areas of origin”.

Luigi Scordamaglia, President of Federalimentare that organises Cibus together with Fiere di Parma, declared: “Companies come to Cibus Connect to show what distinguishes the Italian production system from all other countries. We should remember that the productivity per hectare of the Po Valley plains is the highest in the world. The food industry has strongly engaged to innovation and sustainability. However product innovations should not change the its very nature”.

Valerio De Molli, Ceo of The European House Ambrosetti presented the research work “Sustaining the long-term growth and internationalisation of companies in the food & beverage sector in Italy”: “The report showed the strengths and weaknesses of made-in-Italy food also from the point of view of more than 200 international retailers interviewed for this research. The Italian food industry has proven to be extraordinarily resilient to crisis having led to a 13% increase of the aggregate turnover in the last 15 years compared to a 25% decrease of the manufacturing industry”.

The Forum’s two days saw the participation of the following speakers: Maria Ines Aronadio, General Manager of Agrifood Products and Wines of the Italian Trade Commission; Alex Tosolini, Senior Vice President New Business Development of The Kroger Co.; Peter Whitsett, EVP Merchandising and Marketing of Meijer; Sara Roversi, Director of Future Food Institute; Misa Misono, Design Director of IDEO Food Studio; Marco Lavazza, VP of Luigi Lavazza SpA; Fabio Leonardi, CEO of Igor Gorgonzola; Luigi Serra, CEO of Serra Industria Dolciaria and Executive Vice President of the LUISS University – Guido Carli.



“The Crédit Agricole Italia Banking Group - declared Roberto Ghisellini, Deputy General Manager Retail of the Crédit Agricole Banking Group - originated and developed in the main Italian agri-food districts and has 31 thousand customers and 3.6 billion of loans, 1.3 billion funding, 632 million Euro paid out and a 40% increase in medium-long term credit facilities in just 2016. These results have been achieved thanks to a strategy focusing on innovation and constant service evolution that aims at fully satisfying the needs of this sector’s companies.

“We must work to favour transparent communication in the sector - declared the Chairman of Gruppo Acetifici De Nigris, Armando de Nigris - In order for a company’s experience to become a true value in itself and be conveyed to the end consumer correctly, communication guidelines should be agreed on with the trade. This is social responsibility and respect for trade and, indirectly, for consumers”.

The workshop organised by Gdo Week and Mark Up analysed the social responsibility of an enterprise that, going beyond company reports, should become part of their DNA, expressing their social awareness. In this context, one of the topics was Southern Italy, starting from the assumption that for Italy, the south can and should become an important resource, where enterprises should start investing again, but in the right way. The responsibility of the players of the consumption supply chain, ranging from agri-food companies to retailers, includes also food education: what can (and must) companies of the consumption supply chain do to help Italians eat better?

The workshop saw the contribution of Francesco Pugliese, Managing Director of Conad, who underlined how “Large Retailers should carry out a social role and act as the liaison between product and consumer. And the product must get closer and closer to nature and the environment, it should be fair trade, recyclable and with a low environmental impact”.

On day two of Cibus Connect, the workshop of Agrifood Monitor, Nomisma and Crif talked about the Brexit risk for the export of Italian deli-meats in case new customs duties were introduced. Even more so because British consumers are very interested in Italian deli-meats, proven by the fact that about 87% of consumers has purchased them at least once in the last 12 months and, in particular, 57% of them bought them several times a week.



Cibus Connect also dealt with the ~~US market during the~~ workshop organised by The Progressive Grocer. All the gourmet food shops in the US market have one thing in common: they must deal with the fiercest competition ever from all retail channels. All shops, irrespective of their sales volumes, need differentiation. During the meeting, speakers shared their success stories explaining the origin of their products, the role of Italian food and wine in their shops and discussing in general about what is currently influencing the US market.

E-commerce in the food sector was the topic of the workshop organised by the Italian Trade Commission where the new B2B platform Rangeme.com for outsourcing distribution was presented. The Slow Food area saw the presentation of the Fooddiscovery project about on line distribution, a new sales platform for local producers.

Several workshops were held during the two days: one was organised by Lebensmittel Zeitung on German large retail, two were organised by LSA on organic products in France and Benelux, another one was about French gourmet and regional products, and two workshops were organised by Confimprese on commercial and travel catering.

During the exhibition the Tespi Awards were handed out. These high quality awards were given to companies that stood out in creating and carrying out marketing and communication activities during 2016.

The next date is Cibus 2018 in Parma from 7 to 10 May.

For more information: [www.Cibus.it](http://www.Cibus.it)

