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Press Release

CIBUS CONNECTS THE WORLD WITH ITALIAN FOOD COMPANIES AND THEIR AREAS OF PRODUCTION

(Parma, 9 October 2018) – Cibus, the international exhibition of Made in Italy food, has turned into a yearly event: already at its second edition, Cibus Connect 2019 has doubled the dedicated pavilions, almost reaching the number of Cibus' exhibitors. About 6 months before the opening of Cibus Connect 2019 (at Fiere di Parma from 10 to 11 April), Italian food companies are confirming their attendance, showing their appreciation for the exhibition's smart format: two days only, turnkey booths, lots of space for the cooking show station with tastings dedicated to professional visitors and a large Buyers' lounge for international operators to hold business meetings. Hundreds of new food products will be introduced at Cibus Connect, thanks to the ever-growing attention Italian company are paying to innovation.

Cibus Connect 2019 (held on odd years and organized by Fiere di Parma in collaboration with Federalimentare) is strategically scheduled at the same time as Vinitaly; this spectacular week dedicated to Italian food and wine has created a buzz among international buyers. Thanks also to ICE's (the Italian Trade and Investment Agency) engagement, thousands of foreign buyers are confirming their attendance to Cibus Connect 2019 in combination with a special tour of Vinitaly and of the most important agri-industrial districts in Northern and Southern Italy.

The presence of the entire supply chain during the two days of Cibus Connect will also offer the opportunity to further discuss at conferences the most pressing matters of the Italian agri-food business. Most important among those are the results and perspectives of the **bilateral trade agreements** between Italy, Europe and other countries, which are modifying the growth of exports, thanks to the active contribution of our own entrepreneurs and the supply chain agreements that, due to new enabling digital technologies, are transforming the role and the awareness of all the players involved, from field to fork. Experts, researchers and representatives at all level of the institutions will take on these two deeply intertwined topics, and endeavour to bring perspective and shared vision to the sector.

Another subject of discussion during Cibus Connect will be the **promotion of Italian Central Southern regions as development platform** in terms of quality and quantity for the Italian food&beverage sector: there will be comparisons on performances and key success factors obtained in this area that, in recent times, has been able to combine extraordinary growth with volumes and values.

As it's usually the case at Cibus, operators will find at the exhibition, besides thousands of Italian food companies, hundreds of small or semi-industrial food producers in attendance at the Slow Food exhibition area, provided with its own Talk & Show Cooking space.

The Cibus 2019 - 2020 programme will be introduced to buyers and the international press, together with the exhibitors of the various regions, on the occasion of the most important international shows. After New York's Fancy Food in July and Paris' Gourmet Selection in September, Cibus' missions shall be present at: SIAL International Food Exhibition in Paris from October 21 to 25; Food Hotel China in Shanghai from November 13 to 15; in London on November 19 on the occasion of the Week of Italian Cuisine; at the Sirha event in Lyon, Internorga in Hamburg and BioFach in Nuremberg between January and February 2019; Gulfood in Dubai, Fancy Food in San Francisco and Foodex in Tokyo between February and March 2019.

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