



Post published by the official Cibus channels and users with hashtag #Cibus and #Cibus2018 before and during the Show on social media



Clicks and comments on published contents



Followers on Facebook, Twitter and LinkedIn



App download (iOS e Android)



Cibus in the top trending topics on Twitter Italia with hashtag #Cibus and #Cibus2018



Cibus APP

All you need during the Show, useful informations and agenda to organize your visit

My Business Cibus

To connect buyers and food producers all year round



CIBUS
INTERNATIONAL
FOOD EXHIBITION

SAVE THE DATE
SEE YOU AT CIBUS 2020
MAY - 11 TO 14

www.cibus.it | cibus@fiereparma.it



Follow Cibus on social media with hashtag #cibus



CIBUS
INTERNATIONAL
FOOD EXHIBITION

FACTS & FIGURES
Cibus 2018

VISITORS // Figures Cibus 2018

EXHIBITORS // Figures Cibus 2018

SPECIAL SECTIONS // Figures Cibus 2018



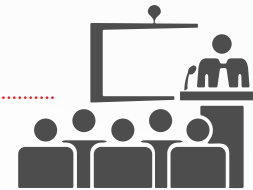
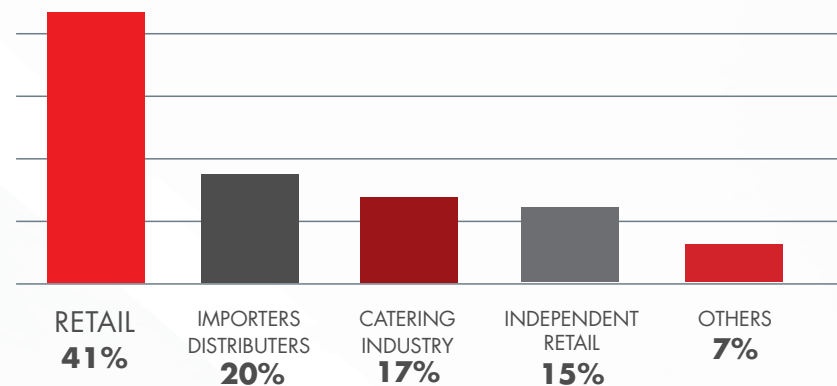
82.000

20%

INTERNATIONAL



VISITORS TYPOLOGY



CONFERENCES

The Italian food and beverage trends on show and in talks

Conferences, round tables, seminars, workshops and talks: Cibus is the occasion to take stock on the emerging issues and themes of the Italian agrifood.



CIBUS EXHIBITORS

90% WILL COME BACK

OVER 60% REGARDS CIBUS AS A RELEVANT EVENT BOTH ON DOMESTIC AND INTERNATIONAL TERMS

83% WANTS TO ACQUIRE NEW CONTACTS AND PROMOTE COMPANY IMAGE



Over **1.300 new products**

Presented by Cibus 2018 exhibitors
New products are listed at www.cibus.it



A jury of **Food & Retail** has selected about 100 products that were on show in the **CIBUS Innovation Corner**. The area also hosted talks on the new agrifood outlook.



HOSTED BUYERS PROGRAM

A dynamic and innovative program, born from our expertise, in collaboration with ITA - Italian Trade Agency, dedicated to the international market keyplayers to discover authentic *Made in Italy* foods

2.800 buyers from over 90 countries



THE SPECIAL TOP BUYERS' PACKAGE



BUYERS' LOUNGE ACCESS



PLAN MYCIBUS



TECHNICAL TOURS, RETAIL TOURS AND OTHER EXCLUSIVE ACTIVITIES



NETWORKING EVENT