

CIBUS

20TH INTERNATIONAL
FOOD EXHIBITION

PARMA

11/14 MAY 2020

**WELCOME TO
FOODLAND**



FACTS & FIGURES 2018

82.000
VISITORS



41% RETAILS
20% Importers distributors
17% Catering industries
15% Independent retails
7% Others

20%
INTERNATIONALS



135.000
SQM exhibiting area

3.100
MADE IN ITALY
FOOD
COMPANIES



VISIBILITY ON SOCIAL NETWORKS

35.000
FOLLOWERS
on Facebook, Twitter
and LinkedIn.



25.000
APP
App Download
(iOS+Android).



600.000
CLICKS
Interactions on
published contents.



15Mio
IMPRESSIONS
Number of times post published
with the hashtag #Cibus and
#Cibus2018 from the official
channels and users were seen on
social media before and during
the exhibition.



**TOP
TREND**

CIBUS in the
TOP TRENDING
topics on
Twitter Italy
with hashtag
#Cibus and
#Cibus2018

90%
will
come
back

OVER 60%
value CIBUS as a relevant
event both domestically
and internationally

83%
want to get new leads
and promote the
image of their business

INNOVATION



a venue designed for the
exhibition of over 100 product
innovations shortlisted by a
jury of Food & Retail experts

OVER 1.300
PRODUCT INNOVATION

presented by Cibus 2018
exhibitors.
They are listed
online at
www.cibus.it





CIBUS BUYERS PROGRAM

Organized in cooperation with ITA, Italian Trade Agency, the program offers to selected **national and international** top buyers a VIP experience at CIBUS and in the Italian Food Valley territory, discovering the best of authentic Made in Italy food.

IN 2018 EDITION

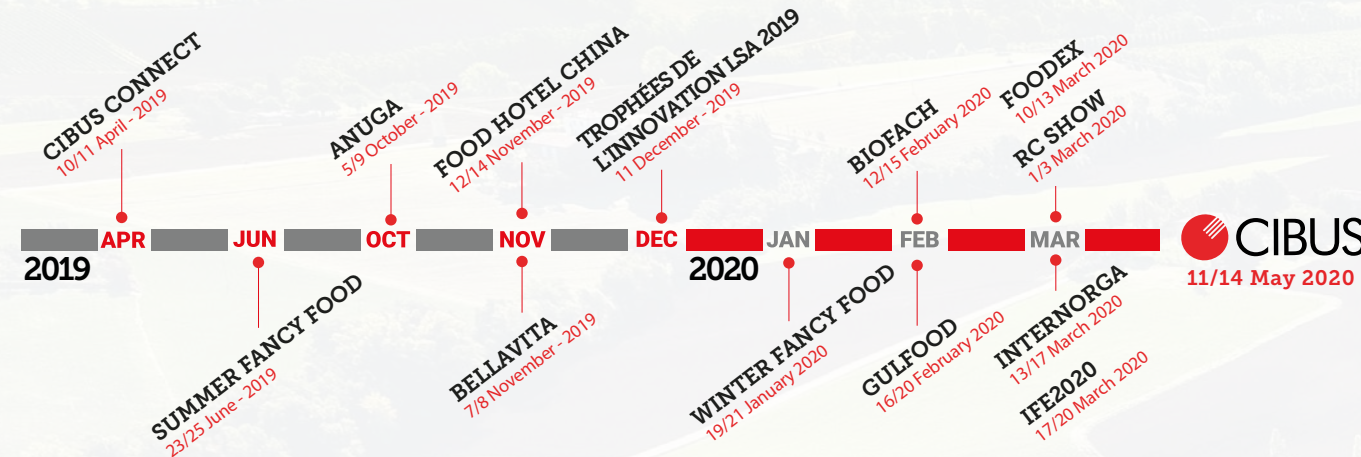
2.800
BUYERS

FROM
90
COUNTRIES



ON THE ROAD TO CIBUS

International appointments to discover all the news about Cibus 2020



SOME OF THE PLAYERS WHO PARTICIPATED IN

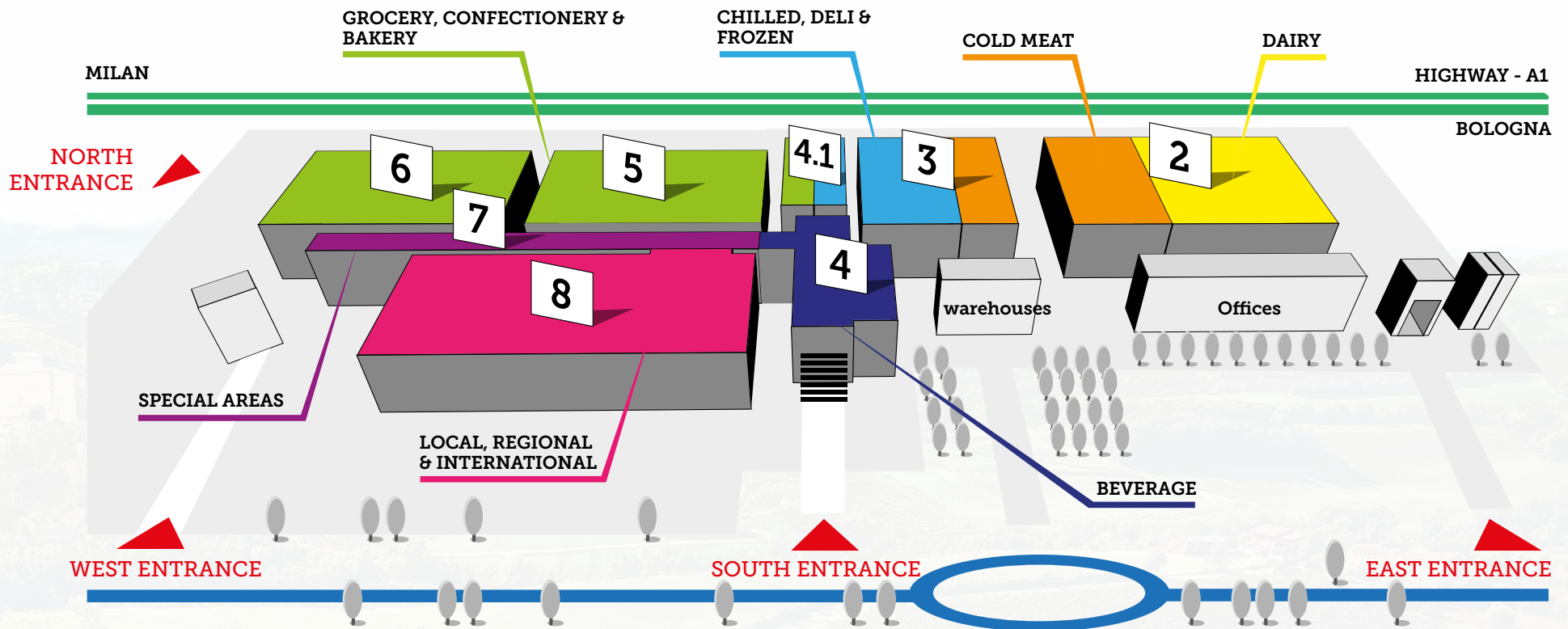
Costco, Loblaws, Sobeys, Carnival, Delhaize, Publix, WholeFoods, Grupo Pão De Açúcar, Cencosud, Axfood, Eroski, Jumbo, Mercadona, Ocado, Sodexo, Hualian Group, JD.com, Angliss, Lotte, Aeon, Saizeriya, Big C, The Mall, Classic Fine Foods, Shoprite Checkers, Woolworths, Bidfood, Coles, Metcash, Azbuka Vkusa, Globus Gourmet.

TOP BUYERS' PACKAGE

CIBUS BUSINESS AGENDA: An easy way to manage and personalize the visit at the show. BUYER PASS: Free access to the Show and to the VIP Lounge. TRAVEL & ACCOMMODATION ADVANTAGES: A dedicated team for a thoughtless trip. DISCOVERING "ITALIAN FOOD VALLEY": Customized factory and supermarkets visits for a unique insight into the Italian food business.

HALL LAYOUT AND SITE PLAN

Cibus is the reference event for Made in Italy Food sector, a large showcase with international visibility for Italian businesses and an occasion for discussing most recent trends of Food & Retail.



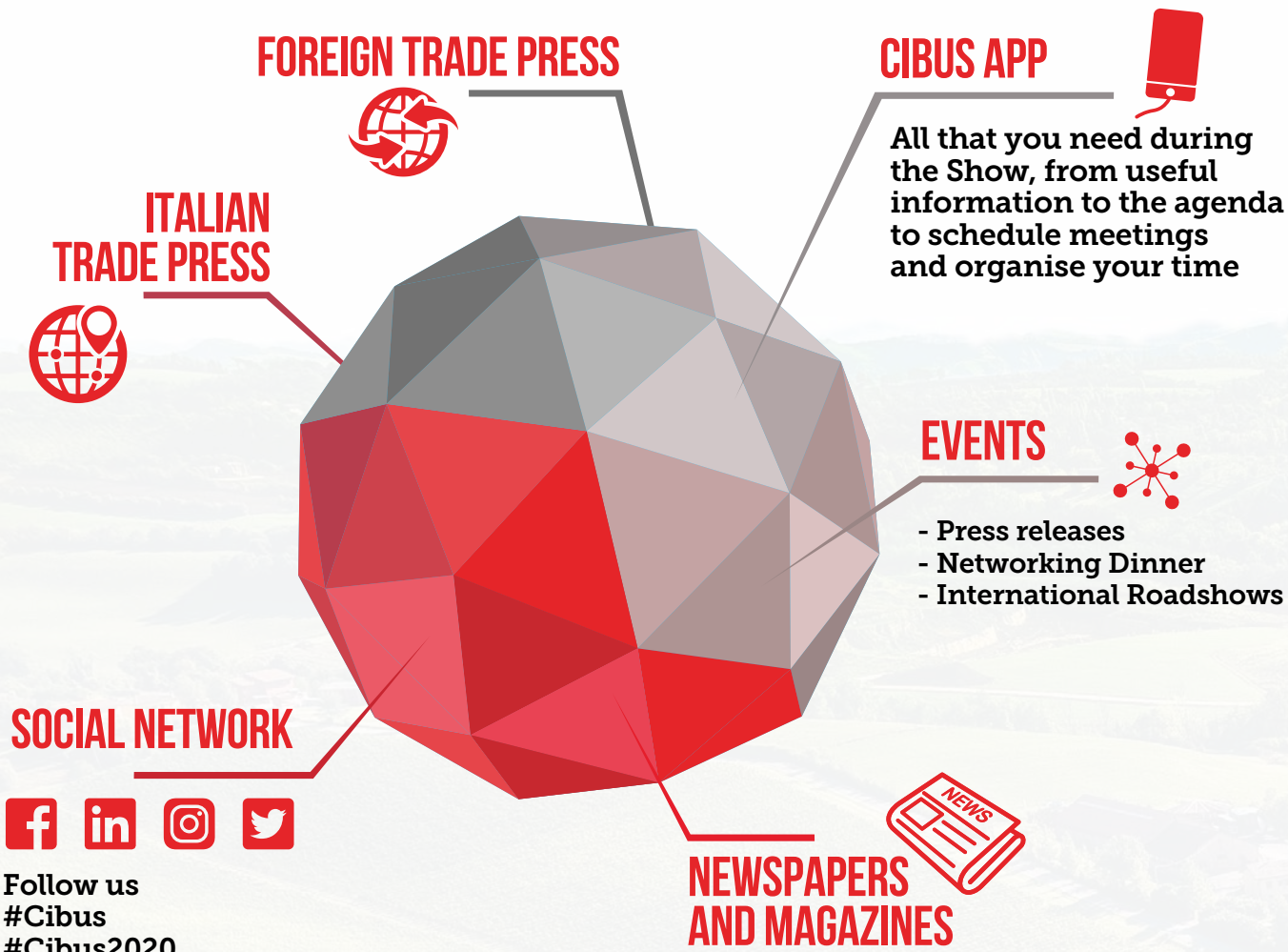
- PAD. 2 DAIRY
- PAD. 2 COLD MEAT
- PAD. 3 CHILLED, DELI & FROZEN
- PAD. 4.1-5-6 GROCERY, CONFECTIONERY & BAKERY
- PAD. 7 SPECIAL AREAS
- PAD. 8 LOCAL, REGIONAL & INTERNATIONAL

Viale Delle Esposizioni, 393A
43126 - Parma PR
ITALY



COMMUNICATION PLAN

Complete media mix for a unique and all-round visibility



MY BUSINESS CIBUS

New all-year platform dedicated to the Authentic Italian Food



LOOK
FOR THE BEST
MADE IN ITALY
FOOD PRODUCTS



FIND
THE RIGHT
SUPPLIER

INSERT
YOUR
REQUESTS



WELCOME TO THE FOODLAND!

Cibus is waiting for you in the Food Valley which, with the largest number of typical products under PDO and PGI, represents the beating heart of the Italian agri-food system also thanks to the presence of leading companies in the food sector, institutional authorities (EFSA, SSICA), universities and research centers.



In 2020, Parma is setting up to embrace a new excellent challenge: after being proclaimed Unesco Creative City for Gastronomy it will be the Capital of Italian Culture 2020. This happens exactly in the same year when Cibus will celebrate its 20th edition, another occasion to confirm itself as the reference event of the professional agri-food community.