



Press release

CIBUS AND PARMA 2020: WHEN FOOD BECOMES CAPITAL OF CULTURE

The culture of healthy and sustainable food, a relaunch of domestic consumption, the connection with the local area and flexibility as key to the export sector. These are the topics that Industry and distribution players will discuss at Cibus from 11 to 14 May. The next date is already set for 4 May 2021, as Cibus turns into an annual event.

(Milan, 20 February 2020) – Thanks to Federalimentare and ITA, Cibus embarks on a virtuous path that will strengthen its position as the permanent platform of Authentic Italian Food. It takes off in May, with an edition that promises to be a historic one, in terms of visitors' flow. In consideration of the fact that the scheduled dates of some exhibitions have been postponed or cancelled as prevention against the Coronavirus, Cibus 2020 is set to become the key international event for Made-in-Italy food.

It will be launched on Monday, 11 May with a key event dedicated to bringing together the food industry and distribution. Through a shared sector study, they will be engaged in developing a strategy for the relaunch of domestic food consumption, which is crucial for consolidating the extraordinary qualitative and quantitative progress achieved by the agri-food sector. As international markets become more volatile, relaunching domestic consumption and searching for new geographies for exports are decisive actions for the sector's health. In this perspective, the strategy of Cibus is to increasingly take on the role of boosting the Made-in-Italy food sector, both by promoting new initiatives aimed at consolidating the Italian Out-of-Home sector (such as Flavor, the new event in Florence from 4 to 6 October) and by making Cibus an annual event to facilitate the product choices of national and international buyers.

Cibus as an annual event also meets a need expressed by the top buyers, whose words we quote below.

"I am pleased to learn that Cibus will be held every year," said Tom Berger, buyer for Guido's Fresh Marketplace, USA. "It's an important trade show that makes it possible for me to meet my suppliers, old and new partners, and create strong business synergies."

"I am happy you have decided to organize again in 2021 a trade show that is entirely dedicated to Italian food products," said Usman Kallukothiyil of the Five Group Trading Company. "I'll be there."

"I find it very interesting that Cibus 2021 – said Michael Del Mastro, of Del Mastro, Denmark– will have the same characteristics as Cibus 2018 and Cibus 2020, an event that I have never missed."

Fiere di Parma strongly believes in making this an annual event. For this purpose, it has allocated a budget of over 5 million Euro for the incoming programme for buyers, based also on the success of the Factory Tour project in the Food Valley area of the Emilia region. To develop this initiative, Cibus has created a new corporate figure, the "Destination Manager", to be replicated throughout Italy, offering both Italian and foreign top buyers a complete experience of Authentic Italian Food.

*"Cibus is already the only major international exhibition that showcases only Italian food products and its mission is also that of stimulating domestic consumption", said **Antonio Cellie, CEO of Fiere di Parma**. "We continue to look at foreign markets, and indeed we have increased budgets and contents for the incoming programme for foreign buyers, but the serious issues affecting international trade must make us focus on recovering national market shares. This is a strategy that we will develop with the Distribution chain and the players of the Out-of-Home sector."*

However, the export share of the agri-food sector continues to be a driving force for the entire industry, as shown by the 6.6% growth in exports in 2019 compared to the previous year.

*"Being the second production sector in the country with numbers that buck the trend of the rest of Italian industry speaks volumes about our products and our know-how, but it is at the same time a great responsibility," pointed out **Ivano Vacondio, President of Federalimentare**. "We cannot afford mistakes and we must do everything in our power to defend our products of excellence against the risks facing the food & beverage sector."*

*"Tariffs and Brexit are undoubtedly a threat because they can play a crucial part in our only source of growth, exports, to which our food production is anchored," continued **Vacondio**, "but I am convinced that foreign consumers buy Italian food because it's good unique and inimitable, regardless of its price. The real threat has to do with everyone's health and it is called Nutriscore. With its simplistic, discriminatory and penalizing principles, which have no scientific basis, it tries to undermine the pillars of the Mediterranean diet, frightening consumers who, while willing to spend more to buy good products, might not be willing to spend a cent on foods that are branded as 'unhealthy' by this labelling system."*

*"To counter this attack," emphasized **Vacondio**, "it becomes essential to display our products and the know-how of those who produce them. International unknowns aside, the cornerstone of our industry continues to be the value of what we produce and its extraordinary excellence. This is the excellence that we showcase at Cibus, the largest exhibition of authentic Italian food, with the objective of sending a strong message: our food&beverage sector is an all-Italian asset, and it is available to the world."*

Cibus confirms its support of expansion on international markets with the launch of a new project: M-EATING Italy at Expo Dubai 2020 (October 2020 – April 2021). This is an innovative food and beverage area that, in addition to making available to visitors the best of Italian cuisine and excellent Made-in-Italy products, will be a priority stage to promote the characteristics of Italian gastronomy.

promote the champions of Italian creativity.

The agri-food industry has successfully met the consumers' demand for increasingly sustainable, safe, nutritious and healthy products. Cibus 2020, to be held in Parma from 11 to 14 May, promises to show a very green profile, www.cibus.it. The Cibus Innovation Corner will showcase products selected by a pool of experts for their capacity for innovation in promoting their local area, as well as the sustainability of the production chain. There will also be itineraries throughout the exhibition leading visitors to Organic, Free-From and Vegan products. Over 3,000 exhibitors will present their new products to more than 80,000 business operators, including about 3,000 foreign buyers.

Among the many conferences, the Barilla Foundation in collaboration with Cibus presents: "The transition towards more sustainable food systems: analysis and perspectives." This event will tackle the main challenges faced by global agri-food systems, with a particular focus on the Italian situation. The aim will be to accelerate progress towards the achievement of the Sustainable Development Goals and to identify effective policies of sustainability for the implementation of the 2030 Agenda. Strategic approaches to sustainability and innovation will be illustrated by the case histories of Italian companies.

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