



Press release

CIBUS 2020: AN EXHIBITION OF GROWING SUSTAINABLE QUALITY IN PARMA

Virtuous practices and projects of the food industry - A green guide to help visitors choose among the many sustainable products - Growing presence of international large-scale retailers - The German Anuga food fair, a new stop in the international road map for promoting Cibus and the Made in Italy Food Sector

(Parma, 2 October 2019) – The oncoming edition of Cibus 2020 will focus on environmental sustainability, the renewed attention to issues such as ethics, transparency and respect for the land by the Italian agri-food supply chain.

The good practices and environmentally friendly solutions that have already been implemented by some companies will be presented along with new projects aimed at meeting consumers' needs. At the same time, with the aim of strengthening its global success, the production of the entire Italian agri-food sector and national and international distribution will be mapped and promoted.

Thousands of new products will be on display at Cibus 2020 (the 2018 edition showcased 1,300 products) and a green guide prepared for the occasion will take the visitors to a discovery tour of many Made in Italy products that stand out for their environmental sustainability. A selection of them will be on display in the Cibus Innovation Corner.

The topic of sustainability will be discussed and illustrated through the various aspects that characterize our products, regional and otherwise, such as: protection of local areas and biodiversity, carbon footprint reduction, attention to waste and to the opportunities of the circular economy, use of completely recyclable or compostable packaging, adequate compensation for farm and factory work.

Cibus 2020, organized by Fiere di Parma and Federalimentare, in collaboration with the ICE Agency, will be held in Parma from Monday 11 May to Thursday 14 May, marking its 35th anniversary, in the prestigious setting of Parma, Italian Capital of Culture. Over 3,000 exhibitors and 80,000 professional visitors, about a third of whom from abroad, are expected to attend. Most Italian food companies have already confirmed their participation in Cibus 2020, in the wake of the success of Cibus Connect in April 2019.

During the “General Assembly on Nutrition”, organized in Parma by Federalimentare simultaneously with Cibus 2020, the topic of “competitiveness and sustainability while respecting consumers” will be discussed in depth.

It will be a green exhibition, consistent with the environmental sensitivity of Fiere di Parma. Indeed, the exhibition centre is one-step ahead in terms of sustainability: its photovoltaic system has a total energy capacity of about 7MW, which has enabled a reduction in emissions of tens of thousands of tons of CO2.

Another central focus of Cibus2010 will be the relationship between Italian food industry and the international Modern Distribution both physical and online. This crucial sales channel for made-in-Italy exports has put roots in Parma.

Relationships with large-scale foreign retailers have been steadily strengthened through the initiative “True Italian Taste”, organized by the Ministry of Economic Development in collaboration with Assocamerestero. This promotional work, which started at Cibus in 2014, is linked to in-store information activities that explain the history and characteristics of food Made-in-Italy.

Thus, also in 2020 Cibus once again proves to be an essential point of reference for global large-scale retailers thanks to its road shows, the digital platform that maintains constant contact with top buyers, and their highly qualified presence at the exhibition. A dialogue that is still building on the great biannual experience of the Cibus/Federalimentare pavilion at the Expo2015 Milan.

Finally, innovative food&beverage Start Ups are hosted in the “Start Up Lab”, an area organized by the ICE Agency, Federalimentare and Crédit Agricole. A framework that promotes discussions on topics such as the future of the agri-food sector, new food-sector professions, and the relationship between food and sustainable business models.

Meanwhile, the International Road Map initiative continues to present Cibus 2010 and invite top buyers to Parma. Next stop is the German Anuga food fair (from 5 to

9 October) where, in addition to promotional activities, Cibus and Federalimentare offer a legal service for reporting counterfeit or imitation of Made-in-Italy products that may be attending the German exhibition.

Cibus will also be present at the FHC Food Hotel Chine in Shanghai, from 12 to 14 November. In Paris, on December 12, Cibus will be one of the sponsors at the Innovation Trophy organized by the magazine LSA, dedicated to consumers and producers Cibus presentation activities will continue in February 2020 at Gulfood, in Dubai, and in March at Foodex Japan, in Tokyo.

- *Attached a Cibus 2018 image*

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