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Press release

## THE SECOND EDITION OF CIBUS CONNECT CLOSED TODAY

***The Cibus smart formula numbers double leading to the annual frequency of the event - Three thousand foreign buyers, some from Vinitaly - Satisfaction of the exhibiting companies***

(Parma, 11 April 2019) - The proximity to Vinitaly and the Milan's Furniture Fair benefited Cibus Connect, bringing to Parma 22,000 business operators who visited the stands of over 700 food companies offering 500 new products under one thousand trademarks. The second edition of Cibus Connect, organized by Fiere di Parma and Federalimentare in collaboration with the ICE Agency, closed today. The exhibiting companies were highly satisfied with the experience and confirmed their participation in both Cibus 2020 and Cibus 2021. The two large International Buyers Lounges were particularly busy, and here Italian companies did business with about three thousand foreign buyers, some of whom came from Vinitaly, who enjoyed the opportunity of tasting new products in the two large food courts equipped with one hundred cooking stations. Cibus Connect, organized on odd years as smart formula of the Cibus show, made its debut in 2017 and this year, in its second edition, doubled its attendance numbers.

“The operators' appreciation of the date and formula of Cibus on odd years was extremely high but did not surprise us. A standardization of the exhibition modules, a reduced duration, and a rigorous selection of visitors - pointed out **Antonio Cellie, CEO of Fiere di Parma** - was sure to meet the needs of our exhibitors. Also, a schedule that matched that of Vinitaly and the Furniture Fair made it possible for foreign visitors to visit within a few days the largest Italian wine, food and furniture shows.”

There was great interest in the presence of food startups by young entrepreneurs, who presented their ideas in the Food Vision Lab area, set up by Future Food Institute and Federalimentare in collaboration with the ICE Agency, Cibus and Credit Agricole. Their innovative solutions were also described at the conference “Italian Food Startups - The power of innovation.” Among these the spreadable oil from Cosenza, Reoli, a 100% vegetable oil obtained by just lowering the temperature, without any chemical process.

The Escape Project, financed by the European Commission - KA2 - in the framework of the Erasmus Programme, and dedicated to students of Food Technology, was also presented at Cibus Connect.

The topic of the relationship between food company and large-scale retailers was the focus of two meetings held today at Cibus Connect. Eugenio Puddu, partner of Deloitte Italia, presented a survey of three thousand adults aged 18-70 showing that 70% of consumers read online reviews before making purchases and 58% of low-income consumers choose to buy in physical stores, while medium-high income consumers are willing to pay extra for online purchases and home delivery. Companies also need to adapt to the rise of new consumer categories: in particular the so-called “responsible go-getters”, with high purchasing power and loyal to brands they perceive as having value; and the “discerning achievers”, who spend more on consumer products, have high expectations in terms of quality and are likely to buy innovative products.

Premium brands were discussed in the conference organized by Gruppo Food and Fiere di Parma: “Premium Brands & Premium Store Brands: drivers of retail food development”. Marco Limonta, Business Insight Director of IRI, pointed out how, in a general context of stagnant consumption of Packaged Fast Moving Goods (+0.1% in terms of value, -0.6% in terms of volume in 2018), the premium segment reached a 19.6% market share in terms of value, with a 2.9% increase. Linda Corbetta, Head of BU-Qualitative Doxa, described the development of consumers’ perception of the premium segment, through the many forms of this important range of goods: organic, artisanal, safe, sustainable, good. A legacy of authenticity that is increasingly appreciated abroad as well, as attested by the international operators BrandM and Jumbo Supermarkten, in successful partnerships with, respectively, Mutti and Gruppo Petti-Italian Food. Roberto Nanni, Strategy Manager for Coop products, discussed the place of the premium segment in a private label through the example of the store’s line of regional wines: the range of 17 labels - that is expected to grow - includes both premium brand and private label guaranteeing the total traceability of the supply chain. Italian monocultivar oil and beers will be some of the areas to be next developed in the Coop premium range. Finally, the strategies of brand industries were the focus of the round table discussion that provided insights and experiences from Guido Cristini of the University of Parma and from the De Cecco, Eridania and Zanetti companies.

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