



PARMA.10|11 APRILE.2019

Press Release

THE ITALIAN FOOD INDUSTRY AT CIBUS, ON 10 & 11 APRIL-2019

Cibus “Smart” edition converts the Show in an annual meeting. Back in Parma in 2019, the major Italian food companies and the European & Overseas Top Buyers: the two-day event will focus on the food industry trends and issues during 4 thematic conferences.

(Parma, Jan.29-2019) – On the pattern of the major exhibitions dedicated to the Italian flagships, Cibus comes back on a yearly basis. After the great success of the first edition, Cibus Connect running next April inaugurates a new hall and multiplies exhibitors: It is the success of the smart formula christened in 2017 and perfectly integrated in the international calendar of food events: a 2 day professional trade fair offering turnkey booths and cooking stations, exhibition and tasting, optimized logistics, sourcing support and customized business opportunities for international buyers.

Organized by Fiere di Parma and Federalimentare -The Italian Food & Drink Industry Federation- in collaboration with ITA -Italian Trade Agency- Cibus Connect will run on April 10&11-2019 The major Italian food companies, world famous export champions in their categories are participating: Pasta by Barilla, De Cecco, Divella and Molisana, canned vegetables by Agromonte, Casalasco, La Doria, Mutti and Petti, oil by Monini and Farchioni, dressings by De Nigris and Acetum, ready meals by Formec Biffi, Menu, Gruppo Fini-Greci, Zerbinati, Master Gnocchi. Also milling companies such as Antimo Caputo and Agugiaro e Figna and naturally all the cured meat leaders such as Levoni, Veroni, Martelli Salumi. For the dairy sector, Bonterre (Parmareggio&GSI Group), Ambrosi, Zanetti, Igor, Sterilgarda, Inalpi. After their success in Cibus 2018, many companies of the confectionery and pastry sector have confirmed, like Novi and Vicenzi. The positive collaboration with Slow Food continues and will bring regional specialties and niche products in their dedicated area. Expected thousands of professional operators from Italy, Europe and Overseas. Coincidence in the dates of Vinitaly (Cibus Connect opens on Vinitaly’s closing day) will create a synergic flow of buyers visiting both Italian leader Food&Bev exhibitions, on April 10 and 11.

Some of the buyers attending: Metro and Auchan Retailers, Cofco/Womai, Whole Foods, Delhaize, Axfood, GFI, Sok, Transgourmet, Mercator; Eroski; Sodexo; Spinneys; Lulu Group, Pizza Express, Angliss, Takashimaya, Daimaru, Hankyu Oasis, Lotte, The Mall; Park N Shop, H-E-B, Sysco, Wakefern, Cencosud, Azbuka Vkusa, Globus Gourmet.

Cibus Connect Conferences will be essential and functional with a series of targeted appointments: during the opening conference Cibus and Federalimentare will present a sector study realized in collaboration ISMEA, focusing on competitive factors in the southern Italy agrifood companies that are performing so well on the international

markets. A deep qualitative analysis for the whole sector but also indicators and ideas to replicate and stimulate the industrial rebirth of Southern Italy.

In the afternoon, in collaboration with PricewaterhouseCoopers PwC, Cibus Connect will analyze the positive relation between agrifood industry and retailers, with case histories of Italian and international organized distribution.

On April 11, agrifood industry top players will present their own analysis of premium brand & premium store brand as growth drivers in food retail, also with the contribution of Deloitte's "Power of Retailing" XXII Edition.

A workshop dedicated to success stories of Food & Wine pairing on international retailers' showcases.

- *Attached, a picture of Cibus Connect 2017*

PRESS INFORMATION:

Ufficio Stampa Cibus

Fanini Ufficio Stampa

Tel 339 6668750 oppure 389 2443460

Sito Web: <http://www.cibus.it/>