



Press release

CIBUS 2021 CONFIRMED

The show will run either mid-June or beginning of September. Surveys in progress involving exhibitors and italian and international buyers. Dedicated extraordinary budget to Top Buyers' incoming

(Parma, 2021, January 13) – Cibus 2021 is confirmed; the International Food Exhibition XXth edition will be the first show of the year entirely and exclusively dedicated to Made in Italy foods. The pandemic's unpredictability suggests that Fiere di Parma will postpone the opening of the show initially scheduled on May 4.

To fix the new date, 2 surveys were launched at the end of 2020: one involving a selection of exhibitors of all food categories and the other, a panel of 1000 italian and international buyers.

Two possibilities are coming out: either launch Cibus during the **3rd week of June** – just before Vinitaly- or **1st week of September**, i.e just before Salone del Mobile- Design Week. The final decision will obviously take into account the evolution of the pandemic and vaccination campaign. Fiere di Parma and Federalimentare, in agreement with ITA – Italian Trade Agency, together with the italian agrifood main players will shortly cast the dice.

95% of the 3000 companies who applied to Cibus 2020, then cancelled, have already confirmed their participation to Cibus 2021. Also the international buyers are giving a



positive answer, so much so that an unprecedented budget of 3 million euro is being dedicated to the incoming of top buyers.

The challenge is to intercept the progressive economic and commercial recovery in Italy and worldwide. Cibus 2021 will be a physical show to present new products and allow the the international community to return to Italy and visit the production sites of flagship food companies. The event will also capitalize the matching generated during the last months on the on-line platform MyBusinessCibus and by the contents developed during Cibus Forum and Cibus Lab, the website where new workshops will be organised all along 2021, with the participation of italian and international food companies and buyers.

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