



CIBUS IN SEPTEMBER: THE RESTART OF ITALIAN FOOD&BEVERAGE

Cibus will be the first major Italian agri-food exhibition to reopen its doors after the closure caused by the pandemic emergency. It will take place in the first week of September, from Tuesday, August 31 to Friday, September 3 and is, as always, organized by Fiere di Parma and Federalimentare. Cibus will, of course, follow the safety protocols set forth by the Italian Government and the health authorities. The spread of vaccinations around the world and the introduction of green passes will allow the participation of several thousand foreign top buyers. There was no interruption in the relationship with international operators during the most difficult months of the pandemic, thanks to the consolidation of the B2B My Business Cibus platform, the Cibus Lab webinars, and the participation of Cibus at international exhibitions such as Food Hotel China in Shanghai (in November 2020) and at Gulfood in Dubai (in February 2021).

There will be about three thousand exhibiting companies, many of which had already booked their stands for the 2020 edition of Cibus, then postponed due to the pandemic. The key stakeholders in the Italian agri-food sector will gather in Parma, also in order to participate in the various "Cibus Forum" conferences, organized with strict adherence to health measures. The 20th edition of Cibus, International Food Exhibition, will thus mark the restart of the agri-food sector and the first showcase of the new products of the various commodities expected to drive the recovery of internal consumption and international exports: from deli meats to cheeses, from pasta to tomatoes, from oil to baked goods, from beverages to groceries, from frozen foods to local products, and much more.

The new initiatives of Cibus 2021 include a new format dedicated to the world of the HoReCa distribution channel, therefore to bars, restaurants, hotels and similar, with a dedicated exhibition area. The new project, called "HoReCa The HUB", is a result of the partnership between Cibus and Dolcitalia, a service company for the world of food, confectionery, impulse food products and beverage distribution. The Bar/Lounge in the area, featuring a striking design, will present new equipment, services and innovations for the Out of Home channel, and provide a location for business meetings.

The reopening of Cibus coincides with the recovery of agri-food exports: in 2020 exports increased by 1.8% for a total value of 46.1 billion Euro (source The European House - Ambrosetti). As regards the destination countries, in the last two years (2020-2019) it is worth noting the positive trend in Canada (+8.6%), followed by Switzerland (+6.9%), Germany (+6.3%) and the USA (+5.7%). In the longer term (2020-2006), China stands out by far (+439.2%), followed by a group of European countries: Romania (+415.2%), Poland (+342.1%) and the Czech Republic (+168.1%), according to the most recent data released by Federalimentare.

