



Press release

CIBUS IN SEPTEMBER: FIRST EUROPEAN FOOD EXHIBITION

The press conference on Cibus 2021 was held today - The event represents the restart of the made-in-Italy agri-food sector and its exports - Speeches by Luigi Di Maio, Carlo Ferro, Ivano Vacondio, Gino Gandolfi, Antonio Cellie

(Rome, 7 June 2021) – Cibus 2021, to be held in Parma from August 31 to September 3, is the first major Italian international B2B exhibition to reopen in-person. Cibus represents the restart of the Italian food and beverage sector and its exports. During the long lockdown period, the made-in-Italy agri-food sector not only met domestic demand, but increased its export shares. Demand from abroad increased for both typical products of the Mediterranean diet (pasta, tomato-based products, olive oil, cheeses) and high-quality premium products. Good conditions, therefore, for a strong production recovery of the sector and for the consolidation of new positions on international markets.

Exhibiting companies at Cibus have already confirmed their participation, reassured by the success of the vaccination campaign and by the sanitation and distancing measures that will be adopted by Fiere di Parma in its exhibition centre, as already tested successfully at Cibus Forum in September 2020.

Luigi di Maio, Minister of Foreign Affairs and International Cooperation stated: *“Italian Food is the true symbol of Made in Italy throughout the world. Trade fairs are its major promotion tool, the best showcases for exports and generators of economic growth. The Italian fair system has proved maturity and resilience. Now we can officially announce that physical trade fairs will start again on June 15, a target that we have been working for with much determination. Cibus 2021 will be the first international food trade show marking the restart of our nation, the flagship of “Made in Italy Excellence”.*



The press conference, held today in Rome at the Italian Trade Agency headquarters, was attended by: **Carlo Ferro, President of the Italian Trade Agency (ICE); Ivano Vacondio, President of Federalimentare; Gino Gandolfi, President of Fiere di Parma.**

All product categories will be on display at Cibus 2021: from deli meats to cheeses, from pasta to tomato-based products, from olive oil to baked goods, from beverages to grocery products, from frozen foods to local products, and more. There will also be a new area dedicated to the Ho.Re.Ca. channel (restaurants, bars and similar), called “Ho.Re.Ca.The HUB”, in partnership with Dolcitalia. Other dedicated areas include the new Unionbirrai and Birra Nostra space dedicated to craft beers and Bellavita Expo, the B2B event which for years has been organizing promotional shows for Italian Food & Beverage in foreign capitals.

*“I like to think of Cibus as symbolizing the recovery of the Italian food industry, said **Ivano Vacondio, President of Federalimentare.** After guaranteeing supplies to the markets in 2020, a very difficult year, the first part of 2021 is not showing great signs of recovery. The end of the summer, however, should mark a turning point. With the recovery of the Ho.Re.Ca. sector and the return of exports at full capacity, I believe that in the second half of the year the food industry will be able to restore 2021 figures to at least the level of those recorded in 2019, and hopefully surpass them. Underpinning these expectations, Cibus will be an opportunity to send a strong signal: the Made-in-Italy sector is taking centre stage again and is ready to enter foreign markets in order to ride, faster than before, the export highway.”*

Antonio Cellie, CEO of Fiere di Parma agreed with this assessment and asserted: *“Doing Cibus in September 2021 was a challenge, but also a duty. We put in play our international reputation, developed over 40 years together with Federalimentare. We will be the first in the European trade show sector to offer, together with the Italian government, a competitive advantage to our exhibitors and consequently to the Made-in-Italy food sector.”*

Italian and European retail buyers will be attending Cibus 2021, as well as large delegations of business operators from the USA, Latin America, and Asia, thanks also to the incoming programme of the Italian Trade Agency (ICE). Buyers are offered a unique opportunity, through the “on the road” Cibus Destination programme, to visit the production plants of the Food Valley and its points of sale, and, through “on-site” Cibus Destination, discover the new trends of Authentic Italian food by exploring thematic itineraries dedicated to local productions.

*“The return of Cibus in-person, after the cancellation of the 2020 edition, is a very important achievement and evidence of the courage of the organizers, the tenacity of businesses and, let me say it, the support of the national economic system, said **Carlo Ferro, President of the Italian Trade Agency (ICE).** The pandemic accelerated some megatrends which will characterize the markets of the future, among which attention to a healthy eating and to*



sustainability. Cibus will also be an opportunity for reaffirming the quality and health benefits of the Mediterranean Diet, combined with the local bio-diversity, the excellence of the entire agri-food sector and the uniqueness of the Italian lifestyle. We want to promote these outstanding elements of the Made-in-Italy sector, in order to help Italian businesses with the restarting process which is already underway.”

Many new products will be presented at Cibus 2021. Here is a first list of them:

In the pasta sector: red lentil sedanini, green pea fusilli, green pea mezze penne rigate, all gluten-free; superfood spaghetti enriched with matcha and ginseng, spirulina extract, dragon fruit, vegetable charcoal, turmeric and ginger; organic beetroot couscous.

In the sauces sector: ready-made organic sauce with organic grape tomatoes, designed for children; sauces prepared with no added flavourings, preservatives or sugars; vegan grape tomato ragout; ready-made truffle sauces in nine different flavours, at an affordable price. Cheeses will include: thin slices of Tuscan Caciotta, Tuscan Pecorino PDO, Pecorino with pesto, Pecorino with saffron, Pecorino with truffle, ready to eat in trays; spreadable cheese with 15% Parmigiano Reggiano; oat milk yoghurt.

In the meat sector: sandwich with cooked ham and cheese; Manzetta d’Abruzzo; fully traceable cooked ham.

Condiments include: a new range of premium-quality Italian extra virgin olive oils; vinegar made from quality craft beer.

Also: compostable coffee pods with new recyclable paper wrapping; cold coffee cream ready to serve without mixing or other preparations; mineral water enriched with collagen, zinc and hyaluronic acid; organic sesame and honey bars; ready-made salads in biodegradable and compostable bioplastic bags to be disposed of in household organic waste; pink apple in a recyclable bag; organic chocolate and hazelnut cream; truffle-flavoured nuts; pesto crisps. Finally, frozen foods include: Pinsa Romana; Neapolitan pizza, with a thin dough in the centre and a crunchy crust.

Of great importance, as always, is the programme of conferences of the 20th International Food Exhibition, which has been called “Cibus Forum” in reference to the happy experience of September 2020. Stakeholders in the agri-food supply chain will discuss the main issues of the sector in order to outline a winning strategy. It should be noted that there will be a conference on Italian food products with designation of origin, in order to present the best practices regarding certified products that contribute to a literacy of taste, as well as meetings on the recovery of consumption and changes in the distribution and purchase processes, with particular attention to the themes of innovation and sustainability.

*“It will be a great pleasure for me to open Cibus 2021, my first edition as President of Fiere di Parma, said **Gino Gandolfi, President of Fiere di Parma**, and to welcome all participants from the Food & Beverage world to an event which, now more than ever, represents a meeting point between supply chain and institutions, businesses, buyers and associations, all united for the restart of the Made-in-Italy sector.”*



Visitors to Cibus 2021 will be welcomed by the city of Parma, which is this year Capital of Culture and UNESCO Capital of Gastronomy; the city streets will host “Cibus Off”, the Collateral Event that combines culture and gastronomic discovery.

FOR PRESS INFORMATION:

Cibus Press Office

Fanini Press Office

+39 339 6668750 - + 39 340 7773887

Website: www.cibus.it

