



Press release

THE 20TH EDITION OF CIBUS, FIRST INTERNATIONAL EXHIBITION TO RETURN IN PERSON, OPENED TODAY

The agri-food sector all set to launch a new, more innovative and more sustainable system - 500 new products presented at the exhibition - Space for the start-ups in the sector - First speakers at the conferences of the first day

(Parma, 31 August 2021) – The 20th edition of Cibus, organized by Fiere di Parma and Federalimentare, opened in Parma today and will run until 3 September.

*“The agri-food sector wanted to return in person, partly because there are initiatives and products that just cannot be presented in a virtual manner, said **Antonio Cellie, CEO of Fiere di Parma.** And with this edition of Cibus, which only three months ago seemed impossible to achieve, we are demonstrating to the public our ability to innovate and adapt.”*

*Cibus is also celebrating reaching 50 billion euros in exports, the sector goal set for 2020 at Expo 2015 and missed last year due to Covid, as underlined by **Ivano Vacondio, President of Federalimentare:** “The food industry will reach 40 billion euros by the end of the year, to which must be added the 10 billion euros from the agriculture sector. Exports are important, also because domestic consumption has been showing a flat trend pattern for years. We need, therefore, to target fast growing markets such as Vietnam, Malaysia, South Korea and more. A push for change will certainly come from the PNRR (the National Recovery and Resilience Plan), even though we need to talk about environmental, economic and social sustainability.”*

Luigi di Maio, Minister of Foreign Affairs and International Cooperation, spoke to Cibus via a live stream: *“The reopening of Cibus in person represents a signal from Italy to the world, in a sector in which our country is a global leader. Through the Italian Trade Agency (ICE) we have allocated more than 1 million euros to Cibus 2021, in order to promote incoming missions of trade operators and journalists from abroad. All this in the context of an investment of 57 million euros in the Extraordinary Plan for the Promotion of Made in Italy. The Ministry of Foreign Affairs, together with the Italian Trade Agency (ICE) and Simest, has implemented various initiatives in support of Italian trade shows.”*

The 20th edition of Cibus was opened by Gino Gandolfi, President of Fiere di Parma; Federico Pizzarotti, Mayor of Parma; Stefano Bonaccini, President of the Emilia-Romagna Regional Authority. The Inaugural Conference was held on the morning of the first day, with

two round tables, one dedicated to industry and the other one to distribution.

In the afternoon, the Federalimentare general meeting was held with the participation of **Carlo Bonomi, President of Confindustria**: *“The food-processing industry has a prominent role that is recognized by neither politics nor the media: at the international level, among the G7 countries, it is second only to that of the United States. We must think in terms of supply chain, our successes depend on everyone, on the relationships between companies and food producers, distribution networks, and the out of home sector. Given the sensitivity shown to this issue by the Draghi government, we can be optimistic about the scientifically-unfounded Nutriscore traffic-light labelling being rejected in Italy.*

Among the various speakers was Carlo Maria Ferro, **President of the Italian Trade Agency (ICE)**: *“Agri-food exports have increased by 10% and more in the first half of 2021 and we are committed to supporting this sector. We have signed 19 agreements with Large Scale Distribution that are advantageous to the sector and have undertaken 15 new initiatives to help companies with digital transformation towards sustainability.”*

*“The restart of Cibus is important for the agri-food sector, which has shown great strength, asserted **Alberto Frausin, President of Federdistribuzione**. Large Scale Distribution is ready to undertake projects that can involve all actors in the sector, from agricultural to industrial partners, in order to build together a new agri-food system model.”*

The “Beer of the Year” competition, organized by Unionbirrai, which award the best craft beers, was also held today. The winner was the Macerata MC77 brewery.

- *Attached is a photo of the inaugural conference.*

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