



Press Release

## FROM COLOGNE TO DUBAI PASSING THROUGH PARMA

### THANKS TO “KOELN PARMA EXHIBITIONS” THE PARTNERSHIP BETWEEN THE TWO FOOD LEADERS GROWS AND IS STRENGTHENED

(Parma, 20 October 2021) - The success of Cibus 2021 in September is followed by that of the food&beverage trade fair, Anuga, the largest in Europe and perhaps in the world, held a few days ago in Cologne, where 800 Italian food companies presented their products to the world.

Thanks to Koeln Parma Exhibitions, during the days of the Anuga event the Fiere di Parma staff developed specific networking with European and overseas buyers in anticipation of Cibus 2022. The other networking objective was Expo Dubai (opened on October 1st and running for 6 months) where both players are participating: Fiere di Parma with M-Eating Italy and Koelnmesse in the capacity of Official Provider of the Germany pavilion.

At the Anuga event there was also the Federalimentare stand “Authentic Italian Check Point”, where suspected cases of Italian Sounding products at the trade fair could be reported. This initiative, launched in 2015, makes of Anuga and Cibus the only international exhibition that not only oppose but promptly censor all fake Italian products.

Anuga 2021 recorded 4,600 exhibitors from 98 countries, and 70,000 visitors. Cibus hosted 2,000 exhibiting companies and 37,000 visitors, 2,000 of whom from abroad. Meanwhile, the 21st edition of Cibus (to be held in Parma from 3 to 6 May, 2022) is being prepared. The event is expected to return to pre-pandemic emergency levels, with 3,000 exhibiting companies and 70,000 visitors.

Fiere di Parma and Koelnmesse also consolidate their leadership in the food technology sector by organizing Cibus Tec Forum (to be held in Parma from 25 to 26 October 2022), the first edition of an Exhibition&Conference on the trends of the food processing equipment sector: five thematic areas, with pre-fitted exhibition spaces (technologies and solutions for meats, milk-based products, fruit - vegetables - food liquids, cereals - ready meals and packaging) and four arenas where the central topics of the forum will be discussed (food security, innovative materials and circular economy, digitization, supply chain and sustainability and more). Cibus Tec will be held in 2023, from 24 to 27 October.

*“The partnerships with Cologne grows and strengthens in the interest of authentic Italian products and becomes a permanent platform in Dubai, too, during the Expo - says **Antonio Cellie, CEO of Fiere di Parma.** - The next three years will see the consolidation of the sector, with exhibitors selecting few, qualified events, which are sure to include Anuga and Cibus, due to their ‘integrated’ nature.*



*“Once again we are both committed to ensuring that the value of Made in Italy is recognized without misunderstandings. We are working together to provide the Italian food&beverage sector with concrete opportunities of success in markets all over the world - emphasized **Thomas Rosolia, CEO of Koelnmesse Italia and President of Koeln Parma Exhibitions.**- The new projects launched by Koelnmesse have created an increasingly effective worldwide food platform which is sure to provide concrete opportunities to Italian companies.”*

- Attached: (from the left) Gerald Böse, President and CEO of Koelnmesse; Antonio Cellie, CEO of Fiere di Parma; Thomas Rosolia, CEO of Koelnmesse Italia and President of Koeln Parma Exhibitions.

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