



# FACTS & FIGURES

## 2021 EDITION | 31 AUG - 03 SEPT



# FACTS & FIGURES

**40.000**

professional visitors

**44%**

LARGE-SCALE ORGANIZED TRADE

**24%**

HO.RE.CA & BAR / FOOD SERVICE

**17%**

IMPORTERS & WHOLESALERS

**11%**

INDIP. RETAIL & NORMAL TRADE

**4%**

OTHER

**2.000+**

exhibiting companies

**500+**

new products

**6** NEW

special areas

**15** TONS

retrieved foods

Thanks to incoming activities in collaboration with ITA, Cibus was visited by:

**1.500**

International Buyers attended **Cibus Buyers Program**

i.e: Atalanta Corporation, Auchan Retail, Bidfood, Carrefour, Colruyt, Cora, Giant Eagle, Grupo Restalia, Haugen Gruppen, Intermarché - Groupe Les Mousquetaires, Jumbo Supermarkten, Kehe Distributors, Mercadona, Metro, Picard Surgelés, Rewe International, Rialto Foods, Spar, Takashimaya, Walmart, Winterbotham Darby

**500+**

Italian TOP buyers, Retailers & Ho.Re.Ca attended **Cibus Vip Club**

i.e: Aldi, Ass. AGroDiPAB, Belmonte, Bennet, Carrefour, Cateringgross, Cigierre, Compass Group, Conad, Consorzio C3, D&C, Dac, Deliveristo, Despar, Elior, Felsinea, Il Gigante, In's Mercato, Iper, Lagardere, Leader Price, Ligabue Group, Msc F&B Division, Pac2000, Pellegrini Spa, Penny Market, Ristopiù, Selex, Tosano, Unes, Végé



With **CIBUS DESTINATION**, italian and international professionals discover italian excellences

**ON SITE:** 8 guided tours of the Show, focussing on regional specialities and niche markets. 30 companies involved, over 120 professional visitors.

**ON THE ROAD:** 20 guided tours, 30 food company sites visited and over 200 professional visitors.

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# SPECIAL AREAS

## HORECA

### Ho.Re.Ca Area

**12 brands**, impulse market, snack and food service key players.  
**3.000** visitors including wholesalers and Out of Home channel distributors.

  
**PICCOLI BIRRIFICI  
INDIPENDENTI ITALIANI**  
ITALIAN CRAFT BREWERIES

### Italian Craft Breweries

**84** craft breweries.  
**1.500** daily visitors including wholesalers and Ho.Re.Ca channel distributors.  
“Birra dell’Anno” Awards, involving **207** breweries.



### Start Up & Innovation Area

**24** Italian Start Ups,  
**12** International Start Ups from Denmark, Germany, Israel, Poland, UK, USA  
illustrated the sustainable future of food.

## CIBUSOFF

From 29<sup>th</sup> August to 5<sup>th</sup> September

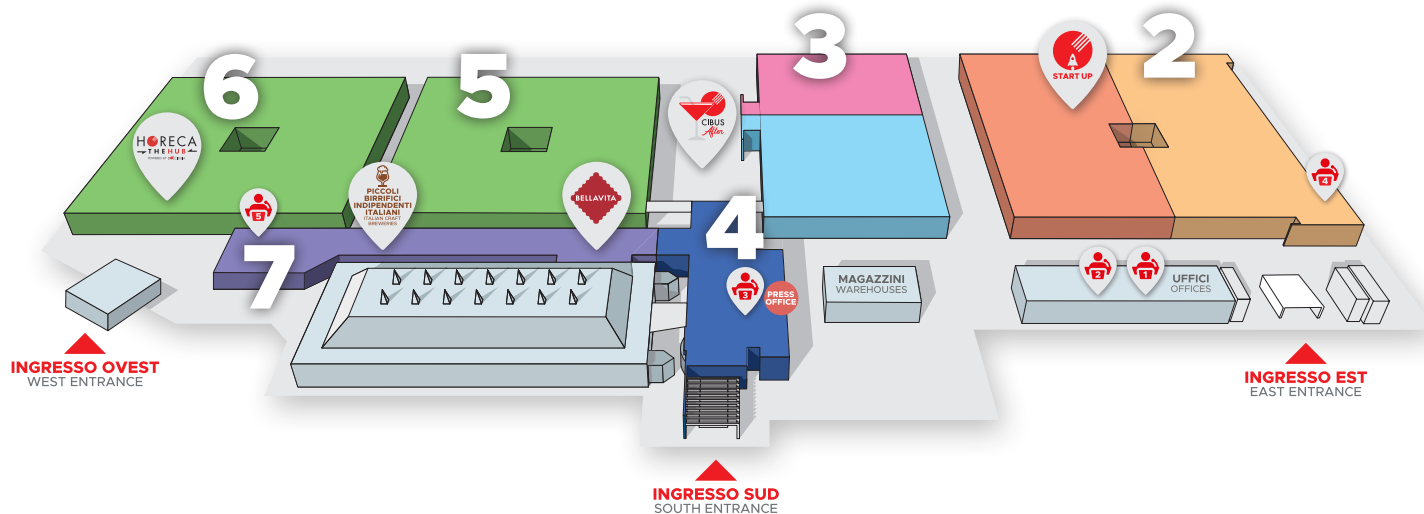
Meetings, tastings, shows  
and cuisine in the city centre of Parma.

PORTICI DEL GRANO | VILLAGE



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# EXHIBITION PLAN



PADIGLIONE HALL 2  
**FORMAGGI  
E LATTICINI**  
DAIRY



PADIGLIONE HALL 2  
**CARNE  
E SALUMI**  
COLD MEAT



PADIGLIONE HALL 5 - 6  
**LCC, DOLCIARIO E  
PRODOTTI DA FORNO**  
GROCERY, BAKERY AND CONFECTIONERY



PADIGLIONE HALL 3  
**SURGELATI,  
DELI E FRESCO**  
CHILLED, DELI AND FROZEN



PADIGLIONE HALL 6  
**BEVANDE**  
BEVERAGE



PADIGLIONE HALL 7  
**AREE  
SPECIALI**  
SPECIAL AREAS



PADIGLIONE HALL 8  
**LOCALE, REGIONALE  
E INTERNAZIONALE**  
LOCAL, REGIONAL AND INTERNATIONAL



**SALA  
BARILLA**  
BARILLA HALL



**SALA  
PLENARIA**  
PLENARY HALL



**SALA  
WORKSHOP**  
WORKSHOP LAB



**SPAZIO 2**  
SPACE 2



**BIRRA  
LOUNGE**  
LOUNGE BEER



**UFFICIO  
STAMPA**  
PRESS OFFICE

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# COMMUNICATION & VISIBILITY

## DIGITAL EVENTS

Press releases &  
Cibus Lab Workshops

## SPECIALIZED PRESS

Italy & International

**1000+**  
ACCREDITED  
JOURNALISTS

## CIBUS APP

Everything you need  
at the show: useful  
information & the detailed  
agenda to organize  
your visit.

## TV

TG1, TG2, Canale 5,  
Rai News 24, Rai 1,  
La Linea Verde,  
Rai 1 Mattina

## SOCIAL NETWORK ACTIVITY

679.041 views  
118.086 users reached  
5.316 new followers  
48.170 followers on channels

## NEWSPAPERS AND GENERAL MEDIA

Corriere della Sera, Il Sole 24  
Ore, La Repubblica Affari e  
Finanza, la Stampa, Il Giornale,  
Libero, Avvenire...



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# CONFERENCES

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More than **30** appointments in **4** days

Innovation, Multicanality, Food Sustainability,  
The future of Ho.re.ca, Made in Italy agrifood exports.

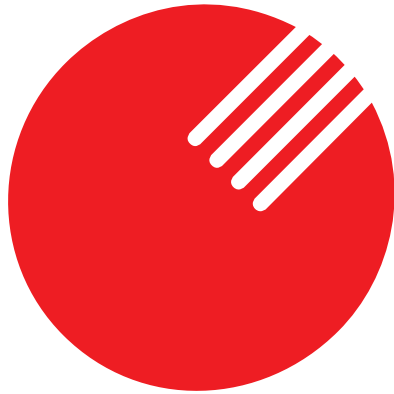
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With the participation of:

**On. Luigi Di Maio, Ministro degli Affari Esteri e della Cooperazione Internazionale;**

**Sen. Stefano Patuanelli, Ministro delle Politiche Agricole, Alimentari e Forestali; Giancarlo Giorgetti, Ministro dello Sviluppo Economico; Francesco Pugliese, AD Conad; Giorgio Santambrogio, Ad Gruppo Végé; Marco Pedroni, Presidente Coop Italia; Francesco Avanzini, Direttore Generale Conad; Alberto Frausin, Presidente Federdistribuzione; Lino Enrico Stoppani, Presidente Fipec; Marco Travaglia, Vice Presidente Centromarca; Massimiliano Giansanti, Presidente di Confagricoltura; Ettore Prandini, Presidente di Coldiretti; Mauro Rosati, Direttore della Fondazione Qualivita; Cesare Baldighi, Presidente di Origin Italia; Claude Vermont des Roches, Presidente di Origin International; Giampiero Maioli, Responsabile del Crédit Agricole in Italia...**

**SEE YOU AT**



**CIBUS**

21<sup>ST</sup> INTERNATIONAL  
FOOD EXHIBITION

**PARMA.3|6MAY.2022**

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