



Press Release

CIBUS 2022: 3,000 ITALIAN AGRI-FOOD INDUSTRIES AWAIT THOUSANDS OF FOREIGN BUYERS

The programme of the 21st edition of Cibus was presented in Milan today - Foreign buyers return, confirming positive export outlook - Many new and sustainable products on display - Industry, Agriculture and Distribution discuss how to manage current issues

(Milan, 21 April 2022) – It is going to be a difficult year for the Italian agri-food sector, caught as it is between inflation and the risk of a reduction in internal consumption, but the arrival of PNRR investments and the continued growth of exports to key geographical areas may allow for further growth of the sector in the medium term. Representatives of the sector will be talking about this when they meet at Cibus 2022, organized by Fiere di Parma and Federalimentare, to be held in Parma from 3 to 6 May. Cibus is the exhibition of Local Areas: for almost 40 years it has been celebrating in Parma the ability of the Made in Italy Food sector to grow while protecting and enhancing its tradition and local areas.

Thousands of foreign buyers will finally return to Italy, to the Food Valley, to complement their ranges with Authentic Italian products - offered by over 3,000 exhibitors - which hold a unique place at an international level, like the exhibition that represents them. Five thousand Italian Distribution and Food Service professional operators have already registered: at Cibus they not only meet all their existing and potential suppliers, but they also find ideas and solutions for all the channels of the Food&Beverage sector. About 2,000 top buyers will arrive from the United States, Europe, the Middle East, South America and the ASEAN region. The “*Cibus destination*” programme is dedicated to top Italian and foreign buyers, with guided visits and thematic tours in the exhibition and in the local area, focussing on typical productions, local characteristics, the out of home segment and sustainability.

In the exhibition there will be about 1000 new products that food companies are launching on the market. The trend is for products promoting health and well-being, taste and new combinations of ingredients, as well as regional typicality and sustainable packaging. The most innovative products, selected by a panel of experts, will be displayed at the exhibition in the “*Cibus Innovation Corner*”.

These will be partly destined for exports, which show positive signs, especially as regards the extra-EU area, less penalized by the effects of the war in Ukraine and accounting for

42.6% of Italian food exports in 2021. In particular, the US market recorded a 14% increase over the previous year.

Worthy of particular note is that 2022 will mark the first carbon neutral Cibus edition. Carbon neutrality is a process that includes the measurement of emissions, the identification of a reduction plan and the offsetting of residual emissions through high-quality certified carbon credits that finance climate change mitigation projects and promote sustainable development. The certification was made possible thanks to the partnership between Fiere di Parma and Carbonsink, Italy's leading consulting company on management strategies related to climate change.

Roberto Luogo, General Manager of the Italian Trade Agency (ICE), spoke at the press conference for the presentation of Cibus 2022: *"Once again this year, the Italian Trade Agency (ICE) has accepted Cibus' invitation to support and work alongside Italian agri-food companies. It has done this both during the preparation phase of the event and close to the starting date: there have been numerous communication initiatives on some of the most prestigious food magazines in the world and an incoming programme for 390 specialized buyers and sector journalists from 42 countries. The Italian Trade Agency (ICE) and the Ministry for Foreign Affairs and International Cooperation thus confirm their contribution in support of the Italian agri-food sector, which in 2022 is aiming to consolidate its position on traditional end markets - the EU, USA and Canada - and on developing markets such as the Gulf countries or, in East Asia, Japan and China."*

Ivano Vacondio, President of Federalimentare, underlined the importance of the Italian food&beverage sector: *"If there is one thing that the last few years have taught us, it is the importance, too often taken for granted, of the food&beverage segment. Domestically, the latter is a real vector of social cohesion, while if we look at exports, our products of excellence in the world continue to represent a source of wealth through which we can help the country's economy. And Cibus, as a showcase of Made in Italy food products, must remind us that even in difficult conditions like the ones we are facing, it is important to celebrate our products, and to do it together with Italian and foreign buyers, remembering the great value of what we produce in economic and social terms."*

Regarding the role of Cibus, **Antonio Cellie, CEO of Fiere di Parma**, said: *"Cibus has worked non-stop in the last 2 years: it has supported the sourcing of foreign operators with MyBusinessCibus.com; it organized CibusForum during the dramatic year of 2020; it kicked off the restart of trade shows in September 2021 and had its own pavilion at Expo Dubai. This has been our joint mission with Federalimentare for 40 years: to defend Authentic Italian and support our exports. Cibus 2022 is already back at pre-pandemic levels in terms of the quality and quantity of over 3,000 exhibitors, all strictly Italian, and of 70,000 expected visitors, all strictly professional ones, 10% of whom from abroad; once again, from 3 to 5 May the whole world is coming to witness in person the miracle of the Made in Italy food sector produced through its tireless efforts and its wonderful local areas."*

Cibus 2022 will be launched by **Stefano Patuanelli, Minister for Agriculture, Food and Forestry Policies** and by **Manlio Di Stefano, Undersecretary of State at the Ministry of Foreign Affairs and International Cooperation**, during the opening conference *"The economic and social responsibility of the Italian agri-food sector - How to continue to guarantee access to Food and Work during and after periods of crisis, through a new,*

increasingly sustainable development model” (Sergio Mattarella, President of the Italian Republic, has been invited).

Prestigious print and web magazines, TV and Radio stations will attend. Rai will be Media Partner of the event, with a Radio 24 studio in attendance, in addition to prestigious print and web magazines, TV and Radio stations.

The opening conference will be followed by the National Assembly of Federalimentare and by the conference of the Italian Trade Agency (ICE), which will outline the new ICE service based on Blockchain technology: it makes available to 300 small and medium companies, free of charge, an innovative system of supply chain traceability designed to enhance the Made in Italy sector and fight Italian Sounding products.

At Cibus 2022 there will be a *“Ho.Re.Ca. The Hub”* area dedicated to out of home companies, a sales channel that will also be discussed in the conference *“The advantages of digital innovation in the out of home segment: branding and food cost,”* with the participation of JAKALA, the first European MarTech company which, with its great expertise in strategy, data, technology and media, helps its clients to improve their marketing and sales performance with a measurable impact on their top line. Independent breweries will also be present at the exhibition, where the *“Beer of the Year”* competition will be held.

“Cibus4Sustainability” is the project created and organized by Cibus, in collaboration with PWC Italia, on good sustainable Industry and Distribution practices which will be presented to national and international retailers and large agri-food companies on May 4.

Product and project innovations of Start-ups will be presented in the Le Village area by Crédit Agricole Parma, with the support of the Italian Trade Agency (ICE).

Export potential will be analyzed in the conference *“The dynamics of private labels at the international level,”* moderated by Antonio Cellie, CEO of Fiere di Parma, with the participation of Romolo De Camillis, Retailer Director of Nielsen IQ, businesses and distribution companies.

For a complete list of activities and conferences during the exhibition see: <https://www.cibus.it/progetti-speciali/> and <https://www.cibus.it/convegni-2022/>

Finally, *“Cibus in the city”* will be held in two special locations in the historical centre of Parma: meetings, tastings, shows and cuisine.

- **The press file will be available on the Cibus.it website (starting from 12 noon)**

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