



PARMA.29|30 MARZO.2023

Press release

FRESH FRUIT AND VEGETABLES, DESSERT AND FOOD SUPPLEMENTS: CIBUS 2023 BRINGS TOGETHER THE ITALIAN FOOD SECTOR IN PARMA

Four new areas in the Made in Italy Food&Beverage Exhibition, with focus on the Ho.Re.Ca sector and sustainability - Hundreds of innovative products presented at the event

(Parma, 9 February 2023) – Cibus is back at Fiere di Parma on March 29 and 30, 2023. The Food&Beverage Authentic Italian International Exhibition appears in its typical version of odd-numbered years, “Cibus Connecting Italy”, a compact trade show format, which over two days offers a targeted programme of events, panels, demonstrations and cooking shows. Over 1,000 brands will be on display, all standard-bearers in the Made in Italy food&beverage sector, as well as about 500 new products ready to be launched. 20,000 professionals, including Modern Distribution, [Ho.Re.Ca](#) and restaurant chain operators, are expected; a quarter of them are foreign buyers from 90 countries, including the top buyers selected for the incoming programme in collaboration with the Italian Trade Agency (ICE). Cibus is launching four new thematic areas this year, two traditionally linked to Made in Italy excellence (fresh fruit and vegetables and artisanal gelato and pastry production), and two with a highly innovative content (plant-based components and food supplements).

Details and a complete programme will be presented during a press conference scheduled for March 2nd in Rome (which will also be streamed live).

At “Cibus Connecting Italy”, the Italian food sector takes stock of the prospects of the sector, which has proved to be strong and competitive. Despite the crisis, the domestic market has held up, while exports have once again set a new record, as shown by the latest available estimates for the year that has just ended: 176 billion euros turnover from the food industry alone, with a 13% increase compared to 2021 and a 1% growth in volume, and, still according to estimates, a 19% increase in foreign trade compared to 2021, reaching 49.2 billion euros, with a 5% growth in volume.





PARMA.29|30 MARZO.2023

*“Cibus 2023 shows an increasingly organic vision of the Made in Italy Food Sector - commented **Antonio Cellie, CEO of Fiere di Parma** – ranging across sectors that are highly integrated in commercial and production terms. An operator visiting Cibus 2023 can understand first hand the roots of our know-how, from raw materials to semi-finished and processed products. A truly immersive experience, thanks also to our numerous “Factory&District Tours” dedicated to hundreds of foreign buyers in the different local areas.”*

*“The 2022 results are further confirmation that the food industry is a key asset to the country and makes a significant contribution to its economic growth - pointed out the **new President of Federalimentare, Paolo Mascarino** - In addition, the success of Made in Italy exports is evidence that the originality, quality and safety of our products remains a solid guarantee of competitiveness in all the leading international markets.”*

CIBUS MEETS THE ITALIAN TRADITION OF FRUIT AND VEGETABLES AND GELATO
The main innovation of this Cibus edition is the launch of the new FRUIT&VEGETABLES thematic itinerary. This area aims to bring to the exhibition the experiences and innovations of fresh fruit and vegetable producers, through an extensive programme of events and meetings that address various topics, such as sustainable, solidarity logistics, the promotion of healthy lifestyles and of sales through nutrition shopper marketing, the climate transition and its effects on consumption. Prominent brands at the event include: Citrus l’Orto Italiano, Coferasta, Del Monte Italy, Euro Company, La Grande Bellezza Italiana, Noberasco, Nuova I.V.I., Spreafico Francesco e Fratelli, as well as the aggregator Italian Fruit Village, specialized in the promotion and export of Made in Italy fruit and vegetable products to target markets. Italian gelato also makes its first appearance at Cibus: thanks to the collaboration with Carpigiani, the sector of technologies, semi-finished products, gelato and pastry bases and ingredients will be presented to distribution professionals in the dedicated GELATO&PASTRY area. The objective is to promote gelato as a viable and profitable “own production” project for every catering or food retail business.

FOOD SUPPLEMENTS AND PLANT BASED: MANY INNOVATIONS TO DISCOVER.
Also new is the area reserved to the food supplement and nutrition sector, featuring brands such as Bonomelli, Cuore, Enervit, Muller, and High Pro. This section, called ENDURANCE, was organized in partnership with Endu, a digital platform designed for those who experience, love and embrace sport as a lifestyle. Product and process





PARMA.29|30 MARZO.2023

innovation is at the centre of the PLANT BASED area, developed in partnership with the Parma-based company Hi-Food, where visitors and exhibitors will be able to taste prototypes, get to know innovative ingredients of natural origin and discover processing solutions for plant-based food formulations and supplements.

There will be, as always, windows on Modern Distribution and Private Labels; the Out of Home area (in collaboration with Dolcitalia); a space dedicated to the beer brewing world, organized by Birranostra; food start-ups (thanks to the collaboration with the incubators Plug&Play and LeVillage, the latter a spin-off of Crédit Agricole), as well as the renewed Cibus4Sustainability programme, which involves Fiere di Parma in sustainability projects, in collaboration with PwC Italia and Banco Alimentare Emilia-Romagna. Further details are available at www.cibus.it.

FOR PRESS INFORMATION:

Cibus Press Office

Tel. + 39 339 6668750 or + 39 340 7773887

E-mail: cibus@faniniufficiostampa.com

Website: www.cibus.it

