



PARMA.29|30 MARZO.2023

Press release

CIBUS CONNECTING ITALY 2023 ON 29 – 30 MARCH IN PARMA

A showcase on the future of consumption and exports in the Italian agri-food industry. Here are some speakers' interventions of today's press release.

(Rome, 2 March 2023) - There is no development without innovation, with a focus on the evolution of national and international demand. This is the essential assumption with which Cibus Connecting Italy 2023 returns to the stage in Parma on 29 and 30 March. The ambitious project pursued by the International Food Exhibition is to convey the needs and experiences of production, industry and distribution around a single table, working on the definition of new scenarios for the world of Food. Such scenarios depict closer but discontinuous supply chain models, as well as a greater enhancement of the territorial ties and the continuous rediscovery of productions, traditions and culture of living and eating the Italian way. This is what emerged from today's press conference in Rome, where the event was presented.

IMMERSIVE EXPERIENCE – Cibus Connecting Italy is organically made up of two souls. The first is undoubtedly experiential and immersive into the tradition and know-how of Made-in-Italy agri-food industry. By visiting the fair, an operator can truly understand, explore and experience the roots of Authentic Italian food & beverage. Raw materials, semi-finished ingredients and processed products are indeed at the centre not only of the exhibition activities, but also of the many "Cibus Destination on the Road" visits traditionally reserved for hundreds of foreign buyers in the geographical areas of production.

INNOVATION – The second soul of Cibus Connecting Italy is linked to its role as a privileged platform for networking and mutual exchange. The central theme of the fair is precisely the ability of the food industry and the entire supply chain to create and offer innovative and tailor-made products, capable of meeting the premium demand from the





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domestic and foreign markets. Special attention was given to the catalogue of new products and the Innovation Corner displaying the 100 most interesting product innovations, evaluated and selected by a jury of experts. The fair, in collaboration with Le Village By Crédit Agricole, reserves ample space for start-ups, actual laboratories of novelty and drivers of fascinating sustainable projects often with a very high innovation coefficient.

THE KEY ROLE OF HO.RE.CA. – A key role within Cibus Connecting Italy is reserved for the Foodservice channel. Indeed, the exhibition dedicates ample space to the search for quality, the scouting of typical raw materials and education activities aimed at operators in the sector. The ultimate purpose thereof is to transform the hôtellerie, restaurant and catering sector into ideal showcases for promoting Italian excellence beyond national borders.

SPECIAL AREAS, MULTI-CHANNEL STRATEGY, SCHEDULE OF EVENTS – A constantly renewing, multi-channel fair: this is what Cibus is first and foremost today. The 2023 edition includes four new areas: fruit and vegetables (with Italian producers of fresh fruit and vegetables participating as exhibitors for the first time ever), semi-finished products for the ice-cream and pastry industry, "rich-in" products, and plant-based products.

Great emphasis is given to the fluidity of interaction between different tools and channels. The experience at the fair and the "Cibus Destination on the Road" program are sided by the functions of MyBusinessCibus platform, transposing the meeting between supply and demand to the digital environment.

The multi-channel offer of the fair is completed by a program of about 40 events, including round tables, networking activities, exhibitions, seminars and the usual after-exhibition event "Cibus After".

Cibus Connecting Italy 2023 will symbolically open, on Wednesday 29 March at 11, in the new plenary space in Hall 4, with an inaugural conference where institutional and political representatives are expected. Among the most authoritative speakers that will take turns at the microphone, there will be also Nielsen IQ presenting its latest "Consumer Outlook Survey" with unpublished data on the inflationary events of the beginning of 2023 and several possible keys to interpret the transition of consumption on multiple sales channels.





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The complete schedule of events is available at the following link:
<https://www.cibus.it/convegni-2023/>

THE NUMBERS – 20,000 visitors from 90 different foreign countries are expected at the fair, including 1,300 top buyers, arriving in Parma thanks to the incoming program developed in collaboration with Agenzia ICE, i.e. the Italian Trade & Investment Agency. About one thousand Made-in-Italy food brands will be represented.

The top buyers expected at Cibus include, among others, Metro AG International Germany, Selfridges, Sodexo UK, Waitrose UK, Albertsons, H-E-B USA, Rouses Supermarkets, Meijer, Albertsons, Performance Food Group, Sysco, The Kroger Co. Sysco, Marks & Spencer, Lulu Group International, Mercadona, Eroski Spain, Biedronka (Jeronimo Martins), Lotte Mart, Coop Estonia, Colruyt, Delhaize, Billa, Leclerc, Tesco... and many others.

STATEMENTS –

Paolo Mascarino, the President of Federalimentare, the body representing the Italian food and beverages industry, pointed out: "Italy is well known all over the world for its food culture and food model, whose cultural core is the Mediterranean diet. This model is recognized as one of the healthiest and most balanced in the world and this is reflected in all the world rankings relating to general population health, longevity and low levels of obesity, where Italy regularly ranks in top positions. The Italian food model is also one of the most sustainable ones, because it is based on the enhancement and promotion of local resources. Our country is rich in biodiversity and local products, for which landscape protection is essential. The food industry is also one of the main engines of Italian economy. The great variety of original products and the presence of brands of excellence have allowed Italian exports to conquer significant market shares at international level, to the point that 'Made in Italy' abroad is now synonymous with taste and quality. Not even the international crises and the pandemic could curb this trend. Indeed, data show record levels for our exports, which from 2000 to 2022 marked almost +300% and in 2022 only recorded around 50 billion euros, +19% compared to the previous year. Cibus is an opportunity to show all of this to the global public, to present our healthy and sustainable food model enhancing the values of taste and tradition."





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Gino Gandolfi, the President of Fiere di Parma, stated: *"Cibus Connecting Italy is growing more and more and has already reached significant numbers, but I feel confident in saying that we are still at the beginning of a development path and increasingly intense enhancement not only of Cibus, but of the entire Italian agri-food chain, which is a source of national pride and a true excellence of the Made in Italy."* He also added: *"I am sure that the Italian Government, also through Agenzia ICE, will be able to sustain and support us in the important mission of contributing to the promotion of Made in Italy in the world".*

According to **Antonio Cellie, CEO of Fiere di Parma:** *Cibus is definitely the manifesto of Made-in-Italy food, of the ability of our manufacturing and our supply chains to be increasingly in tune with consumers all over the world. In the last 10 years, agri-food exports have grown by double digits, even during the pandemic and the war, in all geographic areas and on all channels. For this reason, similarly to what happened in other leading sectors of Made in Italy, Cibus was intended to and actually did become a successful international annual event".*

"Made-in-Italy food & beverage dominates the international markets, and also at Cibus Connecting Italy the Italian Trade & Investment Agency (Agenzia ICE) supports companies with its innovative export services. The President of Agenzia ICE, Matteo Zoppas, pointed out: "The industry's attention is on the blockchain, a traceability system that through the use of new technologies provides consumers with a guarantee of the quality and origin of the product, by certifying its supply chain. The diffusion of the blockchain makes it possible to both enhance and protect the Made in Italy at the same time, and it is a crucial issue for the entire industry and one of the tools to address the problem of Italian Sounding. Innovative services with higher added value can thus allow companies to further improve their already high performance: in the first 11 months of 2022, exports increased by 16% compared to 2021 and exceeded 54 billion euros. In particular, food products marked +20%, wines and drinks +11%, which is affected by the double-digit inflation rate. Concrete help to the category will unquestionably come from the recent double-digit reduction in the cost of overseas transportation, which is hoped to become structural."

Roberto Luongo, General Director of Agenzia ICE declared: *"1,300 total top buyers from 90 foreign countries will meet around 500 exhibitors in two days at Cibus Connecting Italy 2023 in Parma. These numbers confirm the role of ICE in supporting the internationalization of the Italian agri-food chain, alongside Italian SMEs and the Fair, with an extensive incoming program for foreign operators, preceded by a series of*





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communication actions through its own network of 78 offices abroad and aimed at promoting the event, the industry, Italy brand and its products. "

. Italian Senator Luca De Carlo, President of the Italian body for Industry, Commerce, Tourism, Agriculture and Agri-food Production (9^a Commissione) stated that "tradition and Innovation will be key in the future of Italian agriculture" and also added that "at Cibus, the great attention to innovation will allow us to face the challenges with a less ideological and more scientific approach".

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