



PARMA.29|30 MARCH.2023

Press release

WEDNESDAY 29 SEES THE DOORS OPEN IN PARMA TO CIBUS CONNECTING ITALY

An abundant programme of themed itineraries, special areas and events awaits

(Parma, 27 March 2023) – The Cibus Connecting Italy international food fair opens on Wednesday for two days (29 & 30 March) at Fiere di Parma. Expecting to accommodate 20 thousand operators from all over the world, this year's international food fair will showcase around a thousand agri-food brands across four special areas: fresh fruit and vegetables; functional plant-based ingredients; nutraceuticals and sports supplements; and ingredients and technological solutions for ice cream and patisserie. Operators will also discover over 500 new products and a selection of 100 innovation highlights, on display in the Innovation Corner, Pavilion 4.

The fair will be opened by **Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry**, and **Antonio Tajani, Minister of Foreign Affairs and International Cooperation** (*pending confirmation*).

At the opening ceremony on March 29, taking place at 10:30 in the Sala Plenaria of Pavilion 4, NielsenIQ will present their study on the future of the agri-food sector in the shadow of inflation. The event will conclude with the ribbon cutting, scheduled for 11:30. The following speakers are also lined up to join Minister Lollobrigida and Minister Tajani:

Gino Gandolfi, President of Fiere di Parma
Paolo Mascarino, President of Federalimentare
Matteo Zoppas, President of the Italian Trade Agency (Agenzia ICE)
Michele Guerra, Mayor of Parma
Andrea Massari, President of the Province of Parma
Davide Baruffi, Undersecretary to the Presidency of the Council of the Region of Emilia Romagna





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The NielsenIQ study, *Il futuro dell'agroalimentare di fronte allo spettro dell'inflazione* ("The Future of Agri-food in the Shadow of Inflation"), will be presented by:

Matteo Bonù, Global Client Business Partner NielsenIQ

Antonio Cellie, CEO Fiere di Parma

Attendees will benefit from a generous programme of workshops and meetings exploring the industry's hot topics, and learn about the products on display at tasting and discovery sessions. Start-ups will be located in a dedicated area in Pavilion 6, including thirty companies participating in the "Le Village by Crédit Agricole" programme.

Finally, at the end of the fair, the Banco Alimentare food bank will salvage surplus food from the stands to donate to charitable organisations.

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