



PARMA.29|30 MARCH.2023

Beyond recession: new experiences and market opportunities for the food sector

THE AGRI-FOOD SECTOR RESTARTS FROM CIBUS CONNECTING ITALY 2023

The Food Exhibition returns to Parma with a programme of 40 events on all the hot topics relating to food, 500 innovation products and the experiences of big and emerging players in the sector.

(Parma, 29 March 2023) – Cibus Connecting Italy, which runs until tomorrow, March 20th, opened today in Parma. The International Food Exhibition was launched this morning by the Undersecretary of State at the Ministry of Foreign Affairs and International Cooperation and by the Minister of Agriculture, Food Sovereignty and Forestry, Francesco Lollobrigida, who spoke via video message. Over the two days of the event, the focus is on events (about 40 scheduled ones), innovation (with about 500 product innovations on display at the exhibition) and four new thematic areas: Made in Italy fresh fruit and vegetables, ingredients and technology for gelato and pastry, nutraceuticals and plant-based functional products. This edition of Cibus, which in 2023 is presented to the public in its smart version of odd-numbered years, comes at a crucial moment for the agri-food sector: if, on the one hand, there is still uncertainty due to the advance of global inflationary events, on the other hand profound changes in consumption are taking place and there are great opportunities for the agri-food sector, both in domestic and foreign markets. Thus, the entire supply chain brings to Parma their experiences, know-how and innovations in order to match product strategies with changing consumer demand and adapt tools and strategies to change. Particular attention is paid to exports, which are in a positive phase, thanks also to the growing appeal of Designation of Origin food products, which in Italy account for 25% of all such products in Europe.

"Cibus is an event of great importance for the promotion of the quality that characterizes Italian food products – said Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry in his video message - The notion of quality must be emphasized because Italy is not a country that focuses on the quantity of food products, even where exports are concerned. For this reason, too, we have established the obligation to disclose any use of insect flours and banned the production and importation of synthetic meat".





PARMA.29|30 MARCH.2023

*"In 2022, export of Italian agri-food products reached a record 60.7 billion euros, up 15% compared to 52.9 billion in 2021 - pointed out **Adolfo Urso, Minister of Enterprises and Made in Italy** in a message to Cibus - In 2021 there were 315 products with Protected Designation of origin and in 2022 our European record was boosted by four more designations of wonderful products that express the characteristics of our country, which has the highest biodiversity rate in the world."*

The Undersecretary at the Ministry of Foreign Affairs and International Cooperation, Maria Tripodi, took the floor at Cibus, representing the Minister Antonio Tajani: *"Cibus is a source of pride for our country, an extraordinary example of our Made in Italy production and a model for the internationalization of the Made in Italy sector. We are aware of the problems arising from the increase in inflation and we want to assure you of the commitment of the Ministry of Foreign Affairs to help in every possible way our agri-food companies. In recent years we have supported the companies that have participated in international trade fairs and organized the 'Italian Cuisine in the World' initiative in various countries.*

The **President of Federalimentare, Paolo Mascarino**, summed up in the following way the potential of the Italian food industry: *"Thousands of companies that value the diversity and authenticity of Made in Italy food&beverage products; a food model recognized as one of the healthiest and most balanced ones; an industry that represents a real engine of the country's economy: starting today, at Cibus Connecting Italy 2023 we are celebrating these three different ways of communicating the excellence of Italian food, now synonymous with taste and quality all over the world."*

Also speaking at the opening conference were: **Gino Gandolfi, President of Fiere di Parma, Michele Guerra, Mayor of Parma, Andrea Massari, President of the Province of Parma, Davide Baruffi, Undersecretary to the Presidency of the Emilia-Romagna Regional Council.**

Fear of recession features strongly in the new purchasing dynamics: this is the finding of the study that NielsenIQ presented this morning, as part of the opening of the Exhibition. According to the results of the research, however, today's consumers seems to be adapting and reshaping their available budget in an eclectic and creative way. Their shopping goals are focused not only on convenience, but above all on identifying the products that can provide them with physical and, even more importantly, mental well-being in a holistic way.

*"The spectre of recession is the main concern of European and American citizens – stated **Matteo Bonù, Global Client Business Partner of NielsenIQ** - The decrease in sales of fast-moving*





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consumer goods is one of the tangible effects. However, not all people and product categories react in the same way. Consumers look after their own personal well-being and increasingly seek products with the best quality-price ratio. There still are, therefore, opportunities for companies that will be able to identify and meet these needs."

The new strategies of the agri-food sector are matched by the evolution of food exhibitions, as **Antonio Cellie, CEO of Fiere di Parma**, pointed out:

"With Cibus 2023, an extraordinary phase for our agri-food exports ends and a new cycle begins - including for exhibitions - which will see us working to achieve new international goals. The coordinated and joint management of Cibus and TuttoFood, which will alternate under the direction of Fiere Parma and Federalimentare, will be a new opportunity to provide support and visibility to Made in Italy food, but also a real alternative for all international operators in their choice of leading global exhibitions".

Italian Food&Beverage is increasingly in demand in foreign markets: exports in 2022 reached 50 billion euros, a 19% increase, consolidating a trend of the last twenty years, which has seen a 300% increase in exports. The role of the **Italian Trade Agency (ICE)** in supporting exports is very important, as its **President Matteo Zoppas** pointed out:

"The Italian Trade Agency (ICE) has promoted an incoming programme at Cibus Connecting Italy with over 250 specialized buyers from 46 countries. The Italian Trade Agency (ICE) and the Ministry of Foreign Affairs and International Cooperation once again confirm their support of the Italian agribusiness sector in 2023, for the consolidation of established traditional markets and the expansion of markets with significant growth prospects in the short and medium term, paying particular attention to sustainability, with process and product innovation aimed at reducing the environmental footprint of the entire supply chain."

Several conferences were held over the course of the first day; here are a few that were held in the morning.

In the conference organized by the Italian Trade Agency (ICE) on tracking the production chain, it was pointed out that the TrackIT blockchain system is the solution that the Agency makes available, free of charge, to companies for publishing all the information relating to the product supply chain and therefore promoting the Made in Italy sector.





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The workshop on Proteins and Endurance was held in the Endurance area with the participation of Elena Casiraghi (science communicator and researcher at the University of Pavia) and Daniel Fontana (Italian Olympic triathlete). When we think of endurance sports, that is, those involving long distances, we immediately think of carbohydrates and fats, two key energy nutrients. In reality, adequate protein intake is also essential. The conference addressed the importance of an adequate daily intake of this nutrient.

The Edamus Consortium and Anicav (National Association of Industrial Vegetable Food Preserves) presented “Tomato for research. Good for you, good for the environment”, a launch event of the initiative conceived to raise funds to finance pediatric research and care, in order to ensure the best possible treatments for children with cancer and increase their recovery rate.

Mark up and GDOWeek held a conference entitled “When the game gets tough, women start playing: the female future of the Agri-food sector”, moderated by the Managing Editor, Cristina Lazzati. A comprehensive account of the sector: from seed to table, from Italy to Europe, from production to distribution. A discussion from different perspectives on innovation topics in order to identify new business ideas, scope for collaboration and opportunities for growth.

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