



# VOICES

# FROM CIBUS

The topical themes and special areas of the tradeshow  
told by the operators



# SPECIAL AREAS

**ENDURANCE**  
SPORTS NUTRITION

TECHNICAL PARTNER

**ENDU**

Integration, healthy food and nutraceutical meets in a unique exhibition



## **Fausta Fiumi**

### **Marketing & New Business Director - Food at Gruppo Montenegro**

*"The launch of the Cuore Sfoglie Croccanti (bread chips), rich in fiber and a source of proteins, and of the ready to drink Bonomelli Integratori Botanici (botanical supplements), is part of an ambitious process of expansion of the Gruppo Montenegro Food division, which aims for Cuore and Bonomelli to become in the next few years umbrella brands and points of reference for the Italian Food&Beverage sector in the area of well-being and functionality."*

## **Francesco La Serra**

### **Sales Director at Danone**

*"At Danone, we are very happy to participate in Cibus Connecting Italy 2023 with our brand HiPRO and represent the excellence of the exploding protein sector. We argue that it represents a unique opportunity to make ourselves known and tell the story of everything that is behind our triple-digit annual growth, through product innovations, visibility materials and the communication strategy aimed at the sports community."*



## **Giulio De Masi**

### **General Manager Sales at ENERVIT**

*"We are happy to share with ENDU the opportunity of bringing to Cibus Connecting Italy an area dedicated to sports and active lifestyle nutrition. As a leading company in this category, providing increasing support to the trade it is essential for us in order to make the right decisions and develop a sector with high added value and growth trends above the market average."*



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**Marco Pellicci**

**eCommerce and Thought Leader at NielsenIQ**

*"At a certain point, some things stop being merely trends and become habits: this is what is happening in the world of Wellness in general and Sports Nutrition in particular. Together with NIQ, in the Endurance Area, we will go and see what is happening in Italy."*

**Matteo Gelati**  
**COO at ENDU**



*"Nutrition and supplementation are an integral part of the life of an endurance athlete and for Endu, a point of reference and dissemination for sports enthusiasts, monitoring the evolution and trends in this sector has a key role. That is why we have seized with great enthusiasm the opportunity to create a partnership with Cibus that will bring value to companies and to the entire ecosystem of endurance sports."*



**Sergio Attisani**  
**CEO of Müller Italy**

*"Müller is a benchmark for quality and market innovation, capable of capturing emerging needs and transforming them into delightful experiences. This has allowed us to recognize the potential of the protein market and to launch in 2021 the Müller Protein line, consisting of protein yogurts and desserts, for informed consumers who take care of their fitness and pay attention to the nutritional profile of products, without compromising on taste."*

## SPECIAL AREAS

# FRUIT&VEGETABLES

F R E S H - F R O Z E N - P R O C E S S E D

A new area entirely dedicated to the Italian fresh produce and producers



### **Emilio Ferrara**

**President of the Edamus Consortium  
Italian Fruit Village**

*"Coming together is central to the growth and internationalization of the fruit and vegetable sector. Italian Fruit Village participates in the main international trade shows. Our format also boosts visibility and promotes the specific characteristics of our members through events, debates and tastings. In Italy, we are committed to redefining the role of fresh produce in the Italian agri-food sector, as we aim to make it one of the pillars on which to build a single Made in Italy food exhibition that can be a benchmark for buyers from all over the world."*

### **Marco Allaria Olivieri** **Regional Director of Coldiretti Emilia-Romagna**

*"Coldiretti is taking part in Cibus Connecting Italy 2023 with an exhibition at its stand of Italian fruit & vegetable and agri-food products of excellence in collaboration with Filiera Agricola Italiana SpA which, through the Firmato Dagli Agricoltori Italiani (FDAI) brand, develops projects in the sector with 100% Italian agri-food products in partnership with industry, distribution and catering, aimed at the Italian and foreign markets."*



### **Massimiliano Giansanti** **President of Confagricoltura**

*"We confirm our participation in Cibus Connecting Italy. Now more than ever, Parma is a point of reference for the agri-food sector. We believe in the importance of an exchange of views by industry players in the sector, at a positive time where its export records are concerned, but also at a time of uncertainty due to market instability and the weight of inflation. Therefore, Confagricoltura cannot miss this event and will also be attending alongside its companies."*





designed by **simone  
micheli  
architectural  
hero**

A lounge where wholesalers and Away From Home professionals can meet up and share experiences



### **Bruno Vanzan** **CEO of Iovem srl**

*"This year marks 20 years since the start of my career behind a bar counter. During these long years, I have seen the world of mixology change and have had extraordinary experiences that have helped me grow and have led me to founding BV HOLDING, now a leading company in the beverage sector that includes an academy, catering, consulting and the production of alcoholic products. Today, 4 years after the launch of my first IOVEM alcoholic product, I have created a completely natural coffee liqueur, Black Sinner. I embark on this new adventure with the same enthusiasm as when I started, and I am happy that people can come to Cibus Connecting Italy and taste this new, Made in Italy artisanal product."*

### **Simone Micheli** **Architectural Hero**

(Photographer: Maurizio Marcato)

*"Horeca The Hub", The bar-restaurant I created for Cibus Connecting Italy 2023 is intended to express a concept of altering and overcoming the expressive and content stereotypes that characterize the food and beverage sector. The apparently improbable images of vegetables, created under my instruction by the skilled students of the New Design Institute of Perugia, give 'other' visual dignity to the exhibition space. They encourage unconscious reflection on the theme of naturalness; they highlight the importance, today more than ever, of thinking about horizons of sustainability and truth to qualify human life; they foreground the importance of overturning known roles and values to trigger new successful commercial battles. On the other hand, precisely because of its nature as an international food exhibition, Cibus today represents a crucial opportunity for the entire Italian production chain to discuss the hottest and most sensitive topics in the sector. "Horeca The Hub" does not shy away from this debate: on the contrary, it fuels it in an unconventional and visionary way."*



### **Roberto Zanobi** **President of Cooperativa Italiana Catering**

*"Our brand encompasses the values of our small-medium Italian companies. As the word Qualitaly itself says, we distribute quality products. They are grown, produced and packaged to enclose authentic flavours and tastes. Our packaging provides the information to transform them into good Italian gastronomy dishes. A tool for using quality, without waste. A responsibility towards food, a heritage to be preserved."*

# SPECIAL AREAS

## GELATO & PASTRY

INGREDIENTS - SEMI PROCESSED

TECHNICAL PARTNER



Technics and ingredients for ice-cream and pastry, authentic milestone of the Italian tradition in the AFH channel



### Matteo Andreola

#### Business Unit Manager

#### Foodservice Professionals & Pastry Carpigiani

*"Few know that gelato was born as a prized dessert served in Renaissance courts and later became a street food. Today gelato is back on dining tables thanks to the skills of chefs and pastry cooks and to Carpigiani technology: an entire range of machines capable of offering solutions for every need. It is worth remembering that gelato has a generally lower cost than other desserts and significant profit margins. One more reason to add it to the range of gastronomic options. We look forward to seeing you at Pavilion 6 in the Gelato & Pastry area of Cibus Connecting Italy."*

### Franco Costa

#### President of Costa Group

*"Cibus Connecting Italy is an exhibition that we have always felt particularly close to. It may not be our specific sector, but it deals with food. Food is our passion and love, and this is why we never miss this event that, better than others, conveys Italian know-how and expertise, enhancing the taste experience."*



## SPECIAL AREAS

# PLANT BASED

I N N O V A T I V E C O M P O N E N T S

Cibus presents the latest products and process innovation in the world of functional plant-based products



**Massimo Ambanelli**  
**CCO at Hi-Food**

*"This event gives us the opportunity to present new 'plant-based' prototypes - developed thanks to a fruitful collaboration with important partners in the sector - ready to be transformed into every day products. Our contribution is based on the use of ingredients of natural origin, on the application of our research on raw materials and on the knowledge handed down by our tradition."*



**Armando Cipelli**  
**Director of Le Village by CA Parma**

*"It is a great pleasure for us to see how, even within the "Connecting" format of this edition, the close and long-standing collaboration between Fiere di Parma and Le Village is renewed, allowing us to bring innovation to the agri-food world through the innovative start-ups that are part of our network. Our participation in Cibus Connecting Italy 2023, in which we support 32 selected start-ups, reflects the growth trajectory that our network is pursuing, with the clear goal of bringing added value to the agri-industrial world in the perspective of "Collaborating to Innovate."*



# SEE YOU AT



# CIBUS

22<sup>ND</sup> INTERNATIONAL  
FOOD EXHIBITION

PARMA.7|10MAY.2024



# WELCOME TO FOODLAND

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